

GRAPHIC DESIGN FOR TRAVEL TRAVEL GUIDEBOOK FOR
CHAO PHRAYA BY EXPRESS BOAT

BY
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THIS BOOK IS PART OF THE REQUIREMENT TO FULFILL
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ALBERT LAURENCE SCHOOL OF COMMUNICATION ARTS,
ASSUMPTION UNIVERSITY
APPROVES THAT THE ART THESIS
IS A REQUIREMENT OF THE BACHELOR DEGREE OF FINE ARTS



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ABSTRACT

Nowadays, most young people do not like to travel in Bangkok, or if they do, they prefer a department store or anywhere convenient. And they do not know about places with long history and museums that can make them know new knowledge. For example, both sides of the Chao Phraya River are where many landmarks of Thailand. But few of the young Thai know how to travel by express boat because most of them think it is hard and not convenient to travel.

Travel book for Chao Phraya by express boat is my project, which I think is a great way to make people aware of the importance of traveling along the Chao Phraya River that is the landmark of Thailand. So the technique used is to design travel guidebook with fresh color and illustrations for young Thai people. It contains the recommendations to inspire travellers. There are also many problems with how to make the travel guidebook easy to use. At the first the travel book, provided only specific information on how to get off the pier. But after it was found not as easy as it should be. so, I put the illustration map to make readers see more and understand more. In addition, this project also wants to present information and feelings through illustrations and pictures. This is proof that illustrations and pictures can be used to send feelings to an audience.

In my conclusion and suggestion, the main part of my thesis project is to make young Thai people know the places on both sides of Chao Phraya River and gain the knowledge with some fun from travelling by the express boat. Sometimes, my ideas could not make young Thai people want to go like I think. As a result, I need to be more concerned with the design and illustration to interest the young Thai people more.



ACKNOWLEDGE

I take this opportunity to express my gratitude to everyone who supports me throughout my course.

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Lastly, I would like to thank you my family : my parents who support what I like all along. I would also like to thank all of my friends who supported me.

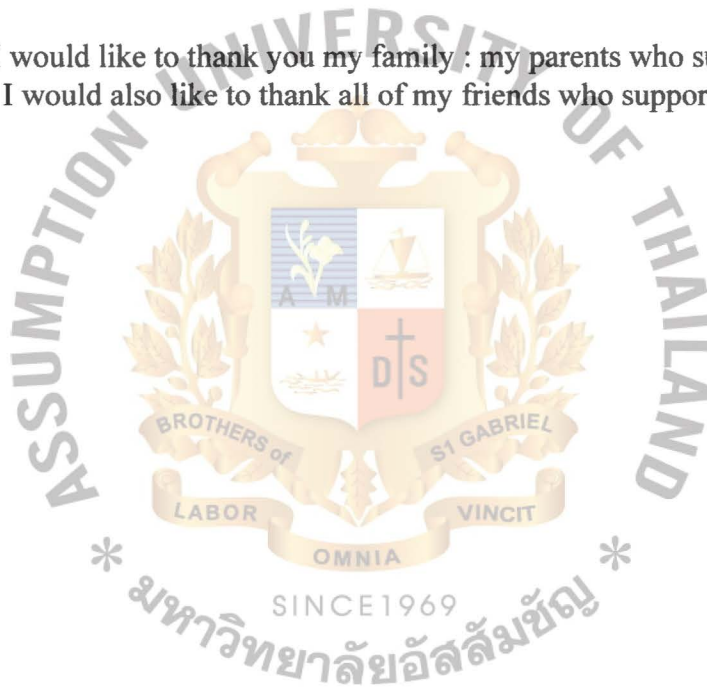


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Chapter 1

Introduction

Title: Travel guidebook design for Chao Phraya by express boat

1.1 Background

Chao Phraya River is one of the main rivers. The confluence of the two main rivers called “Ping River” and “Nan River”. The two rivers meet at Paknampho in Nakornsawan province in the north. All of this we called “Chao Phraya River.”

Thailand in the past was known as a water city. Most Thai people in Thailand used rivers to travel by boats, and it was one of the most important transportations in the past. Chao Phraya River is the main transportation line. Chao Phraya River is like highway of the country, so on both sides of the river there are lot of important landmarks such as Wat Phra Kaew, Bangkok City Pillar Shrine, Sanam Luang and etc. Until nowadays boats are still a great option to get around the famous Riverside area with its many historical attractions, architecture and temples also to explore the ‘klongs’(canals) for a glimpse of Bangkok from yesteryear. There are several kinds of boats such as tail-boats, which is the most original and traditional boats in the past, river taxi, and express boats. They all run up-down and cross the Chao Phraya River, and connect with the local suburbs on the Thonburi side and along the river.

From my experience I think some of our generations and young generations don't know much about history of Chao Phraya riverside area or maybe they know but do not truly explore it deeply enough. I am one of those people who know that it is called Chao Phraya River but have never explored every single detail yet. Every time I passed Chao Phraya river there was always something that caught my attention, It fulfils me with rich historical attractions that make me want to find out more and I spend most of my free time exploring every single detail by myself.

1.2 Significance

This study will give locals and the young Thai people who are interested in travelling the new different way of travelling by boat they can escape from in-town traffic jams issue, which is the biggest problem we face. Moreover, locals and the young Thai people can gain general information about Chao Phraya riverside area regarding to its background, history, foods and local places to visit, etc. This local guide book will stand out and be more special than other guide books of Chao Phraya river. This book will focus on local transport especially boats, and for those who have never know that Bangkok used to have rivers as the main transportation, it could be a new adventure Tourists cause it to explore too. This local guide book will be written from my own experiences, and local people's opinion. Furthermore, studios, galleries, art and craft, local hand-made OTOP(One Tambon One Product) will be prompting throughout the content of the book. The cultural heritage such as old structure, temples, museums, architecture will be focused on as well. Moreover, this study will also be use as a future reference for students on the subject of book design. This research will educate people to visit and support local Thai people.

1.3 Problem Statement

In a huge city teeming with traffic like Bangkok, a very easy way to experience the real Bangkok is to hop on the Chao Phraya express boats that run along the river in both up and down the riverside. The first problem is some of the young Thai people and tourists do not know that Thailand has boats as one of the original transportations and it saves a bunch of time. It is sad that

even some of Thai students never get on board. Part of the reasons people do not know about this transportation is its lack of promoting, supporting and guiding. Book on Chao Phraya or those Bangkok guide books do not directly introduce boats as the local transportation.

1.4 Project Objectives

- 1.To design the travel guidebook for young Thai people.
- 2.To encourage tourists and young Thai people to local places, buy and give profits to local Thai people.
- 3.To develop the things that Thailand has to be better and more useful.

1.5 Expected Results

For understanding the idea of the Chao Phraya River and get a new experience in our country, I will create a great travel guidebook for young Thai people and wayfarers to read and get the ideas for their trip on Chao Phraya River and along both side of the river. And for those who do not know how to go by the express boat or who wants to explore new adventures. This guidebook will open up their eyes and inspire them to visit the important and interesting place that they have never been or heard of. This guidebook will be written from my own experience and it also will including Thai locals people's opinion. This guidebook should share knowledge enough with the reader and it will be worth every quarter of a baht for a buyer. Therefore, illustration and photograph skills will be used to help visualize and support the content on this guidebook.

1.6 Scope of Study

1.Book design (40-50 pages)

-Cover (front/back)

-12 chapters

- o 1 -Introduction
- o 2 -How to go by express boat
- o 3 -Phra Athit
- o 4 -Maharaj
- o 5 -Tha Chang
- o 6 -Tha Tien
- o 7 -Rajinee
- o 8 -Mamorial Bridge
- o 9 -Rachawongse
- o 10 -Si Phraya
- o 11 -Sathon (Taksin)
- o 12 -Conclusion

2.Map for Chao Phraya River port.

3. Illustrations and photography.



CHAPTER 2
INFORMATION ANALYSIS

Chapter 2

Information Analysis

2.1 Literature Review

2.1.1 Art / Design Theories

• **Guidebook**

A guide book or travel guide is “a book of information about a place, designed for the use of visitors or tourists.” Travel guides can take the form of handbook and the form of traveling websites. The guide book makes it easy for you to make remarkable journeys. Each guide is a pre-configured, best practice journey and includes notes on how to get started. Some guides can be downloaded and read on your mobile phone but those little screens cause eye strain when you’re trying to read a map or the fine print in those descriptions.

It will usually include full details relating to accommodation, restaurants, transportation, and activities. Maps of various details and historical and cultural information are often included.

The most important things that I have to consider in making this guidebook are consist of :

- **Basic information:** such as address, recommendation, transportation with clear tourist information for trip including price and every detail.
- **Content:** mainly the story and details of each attraction, basically with the pictures.
- **Illustrations and photography:** they need to be beautiful and not too exaggerating. The illustration technique is based on the contents of the book. The use of photographs with illustrations makes this book more attractive and valuable to attract tourists. The purpose of the story is to explain or decorate a poem or a piece of text data by providing a visual representation of something described in the text.
- **Map:** clear and easy to understand in order to indicate the direction to take travelers to the destination.

• **Type of Guidebook**

Every guidebook series has an area of specialization. Some are great for hotels, but fall down on restaurants. Other series can’t be beaten for history and culture. Some guidebooks (like mine) are more opinionated and selective, choosing only the most worthwhile destinations in each country and covering them in depth.

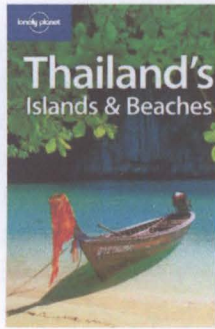


Fig. 1 Thailand's Island & Beaches.

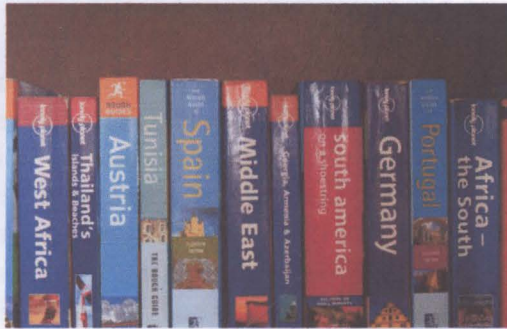


Fig. 2 A series of Country guidebook

○Country Guides

Get a good grip on with a whole country with these detailed guides, full of recommendations and practical information. This kind of guides is a pack of pre-planning information like transport and accommodation, detailed maps, lush images and fascinating background info. These guides are great if you want to get to explore every corner of a country, no matter how long your time frame.

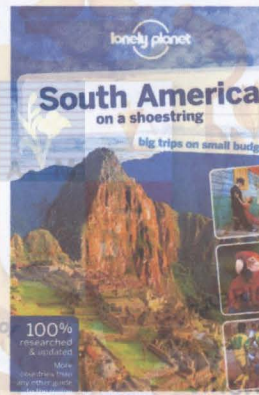


Fig. 3 South America on Shoestring guides

○ Shoestring Guides

The guides are the ultimate guides for travellers with limited budget. There are full of savvy recommendations to stretch your cash and your travels. Shoestring guides are guides that cover a lot of ground, with budget recommendations all along the way. They are perfectly suited to travellers who don't mind roughing it in exchange for more miles on the road. Shoestring guides are chock-full of savvy tips and recommendations for travellers who want to get the most out of their travels without skimping on the experience.



Fig. 4 Blue guide at Switzerland

- Blue Guides:

The Blue Guides are a series of highly detailed and authoritative travel guidebooks focused on art, architecture, and relevant archaeology along with the history and context necessary to understand them. (Practical travel information is also generally included, with recommended restaurants and hotels.) The first Blue Guide – London and its Environs – was published in 1918 by the Scottish brothers James and Findlay Muirhead. The Muirheads had for many years been the English-language editors of the famous German Baedeker series. When they also acquired the rights to John Murray III's famous travel "handbooks," they established the Blue Guides as heir to the great 19th century guides book tradition.



Fig. 5 Time out guidebook

- Time Out:

With titles on many European cities (and several British regions), these guidebooks cover sights, entertainment, eating, and sleeping with an insider's savvy. Written with the British market in mind, they have a hard-hitting, youthful edge and assume readers are looking for the trendy scene.



Fig. 6 Frommer's guidebook

- Frommer's Guides:

The granddaddy of travel publishing, Arthur Frommer, has reinvented his series to be leaner and more focused on the budget traveler. These books are

especially well attuned to the needs of older travelers, but some readers may feel like they're being handled with unnecessary kid gloves.

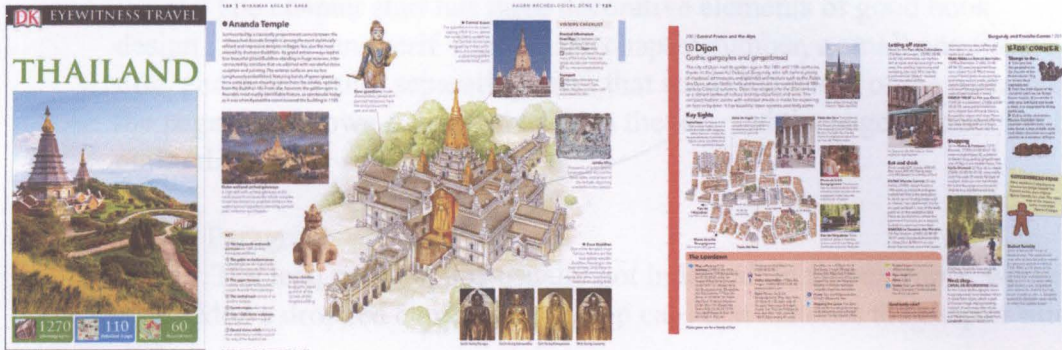


Fig. 7 Eyewitness guidebook

○ Eyewitness Books (or Eyewitness Guides)

this type is a series of nonfiction books intended for children and young adults. They were first published in England by Dorling Kindersley in 1988. The series now has over one hundred titles on a variety of subjects, such as dinosaurs, Ancient Egypt, flags, chemistry, music, the solar system, film, and William Shakespeare. According to Dorling Kindersley, over 50 million copies have been sold in 36 languages. The books are often noted for their numerous photographs and detailed illustrations, which are always set against a white background. Describing the series in Booklist, Michael Cart wrote, "What DK did—with almost revolutionary panache—was essentially to reinvent nonfiction books by breaking up the solid pages of gray type that had previously been their hallmark, reducing the text to bite-size, nonlinear nuggets that were then surrounded by pictures that did more than adorn—they also conveyed information." Usually full color, they were so crisply reproduced that they seemed to leap off the page.

• Book Design

Book design is the art of incorporating the content, style, format, design, and sequence of the various components of a book into a coherent whole. In the words of Jan Tschichold, a book designer, "though largely forgotten today, methods and rules upon which it is impossible to improve, have been developed over centuries. To produce perfect books, these rules have to be brought back to life and applied." Richard Hendel describes book design as "an arcane subject", and refers to the need for a context to understand what that means.

○ How to do the Good Book Design

Good book design is something you would never notice unless it did not exist. Think back to the last good book that we read. What did it look like? What font was it in? What size was the font? Chances are that we don't know what the font was, or even remember many details of what the page design looked like. We may remember the picture on the cover, but other than that, what remains with you is how much you enjoyed the story. And that's as it should be—

good book design should allow the reader to get lost in a good book, and not be aware of the printed page. If the type is too small, or too large, or uses an odd font, then it may be difficult to read, and you'll notice the design, but not in an appropriate way.

○ Chapter Start

The chapter start has three decorative elements of good book design : a large sans serif font for the chapter number, a small one for the chapter title, and a line (rule) separating them that spans the width of the page. Note that the page starts down a few inches from the top, and the page number has been omitted.

○ Lead Paragraph

The lead paragraph is usually not indented. In this example, we've also added a dropped capital letter (drop cap) that matches the chapter title font.

○ Line Spacing, or Leading

The space between lines, horizontally, is called leading. Books are usually single spaced, while manuscripts that are prepared for an editor's red pen are usually double spaced. Book designers have more control over leading, and usually measure it in points. Wider leading can make the book easier to read, especially if the line lengths are long. But then fewer words appear per page, making the book longer overall.

○ Line Length

These lines are kept to about 8 or 9 words per line. Longer line lengths, especially if the book is larger, like 8.5×11, can cause the reader to get lost in the line. For larger book sizes, wider margins give the page more breathing room, and keeps the line lengths shorter for ease of reading.

○ Fonts

The chapter headings are done in a modern sans serif font, Walkway, while the body of the book is in the more traditional serif font, Georgia. If fonts are more readable in paragraphs, especially at smaller sizes.

○ Font Size

An 11 or 12 point font is usually a good size for readability. But every font is different: different fonts at the same point size may be much larger or smaller than the other. Older readers prefer a slightly larger font size, but really large sizes should be used only if the book is being designed for the visually impaired, or for early readers.

○ Indents

Modern typography uses smaller indents, instead of the older style of a full tab stop. These ones are set at .25". The good book design keeps the paragraphs separated visually, but doesn't interrupt the overall flow of the page. Small indents are especially key if you have a lot of dialogue in short sentences, as large indents can make the text look very ragged and uneven.

- Space after a Period

Only 1 space should be used after a period, not two. This makes the text smoother and more elegant on the page, instead of leaving gaps.

- Minimum Margins

This book measures 6"x9" in print, and has outside margins of .5", top and bottom of 1" inch, and an inside margin of .75". (How to set up margins.) The inside margin will appear smaller once the book is bound, so it is set up 25" wider than the outside margin.

- Header

This modern book design combines page numbers with the title of the book at the top, for a cleaner look. Headers often list the title of the book on the right hand page, and the author's name on the left. It is also an option to have the name of each chapter or section appear in the header.

- **Book cover**

The Internet has also enabled fast and effective circulation and exchange of documents, ideas and feedback. Now that people can 'Pin', 'Like' or 'Share' graphics (in other words, they help advertise your book!). Communities of book lovers (and design lovers) are sharing their favorite book covers across the Web. The same activity is becoming commonplace among designers and authors, sharing book covers for feedback before they go to publishing. We're going to take a look at how book cover designs come to be.

- Book Cover Design

Generate excitement. Grab attention. The main goal of every book cover is to generate excitement. The cover is one of the best tools in your marketing arsenal. That's why you should create something that will stop people in their tracks and evoke interest. The book cover is the hook that will help to promote the book.

- **3 Main Qualifications for the Content of Travel Guidebook**

- Knowledge of the Destination.

Gone are the days when writers with no prior knowledge of a destination were parachuted in for a six-month all expenses paid trip. These days, there is fierce competition between the travel guide publishers, and the mass of online information that is free, if not very accurate, it means that to have the edge, writers must already know the destination insideout. Ideally, they should live there. Then they will have eaten in all the restaurants, sample the nightlife and been familiar with the one-off shops. They will also be on the spot for rapid updating –

the long-term success of any guide. If the writer doesn't live in situ, he or she must be able to demonstrate a thorough, up-to-date knowledge.

- A Sense of What Is Interesting

Fundamental you would think, but missing from a lot of travel guides, a sense of what is interesting is what sets the best guidebooks apart. Thorough on-the-ground research uncovers all kinds of absorbing details – from interesting historical nuggets to unusual experiences, hidden beaches, great little bars and independent hotels. In spite (or because) of the growth of global chains, readers yearn for what is individual and different.

- Determination

This is a job you do for love rather than money. Contrary to its glamorous image, it requires a slightly nerdy personality who enjoys pinning down elusive information. However hot, cold or late it is, the writer is determined to visit one more hotel, temple, museum or quiet cove. The temptation to just give up and have a beer is never as appealing as the satisfaction of nailing a fact and passing it on to the reader.

- **Map Illustration Design**

A map is a symbolic depiction highlighting relationships between elements of some space, such as objects, regions, and themes. The field of map design has generated substantial literature in cartography focusing on how people comprehend maps and the impact of various design elements such as symbol size, color, and line thickness. Also of interest is the impact of the arrangement of a map within the map frame as well as the merits and demerits of various types of maps.

- Objective of Map Illustration

We need to make map to create a more understandable to the user. Some times maps are detailed lot. That may be a disadvantage that makes users tired of getting to know it. But because of this reason, we need to make map easy to use.

• **How to Make Map Illustration**

○ **Part 1 : Design Mapping**

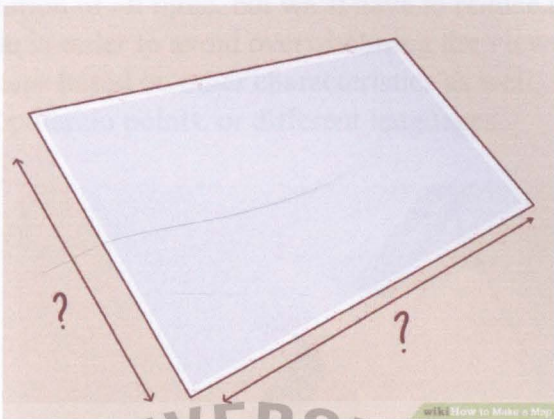


Fig. 8 Think about the scope of the map

1. Determine the scope of our map. Before we start drawing, we need to decide just how large of a map we're going to create.

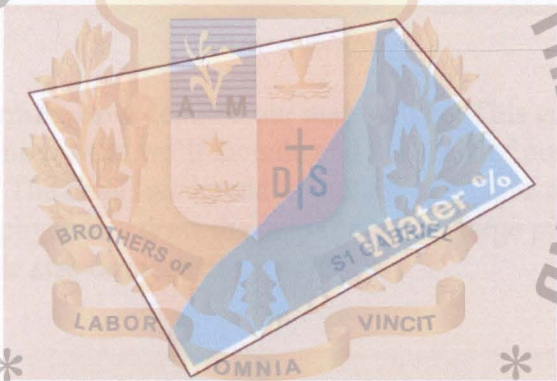


Fig. 9 distribute the space of land and river

2. Decide on the ratio of land to water for our map. With very few exceptions, we will need to create the map (unless it's an extreme close up) that includes both water and land. However, we'll need to decide exactly how much of each we're showing.

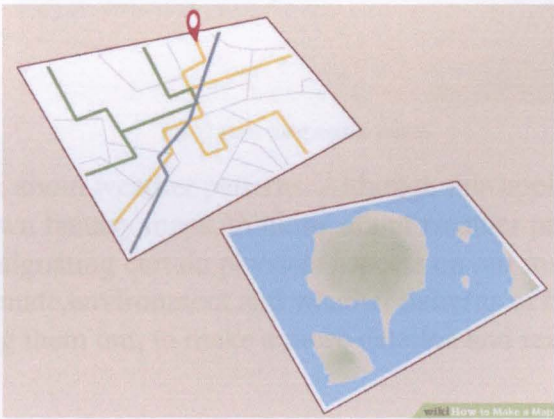


Fig. 10 think about the style of the map

3. Consider what we'll include on our map. What style of the map are we creating - geographical, physical, political, a road map, or something else. The type of the map we make may change the way you outline or draw it, so determine this prior to starting our project. We can certainly create a map that is a combination of all three, but we'll have to reduce the amount of detail we include in order to avoid overwhelming the viewer. we can create maps based on other characteristics as well, such as trade routes, major population points, or different languages.

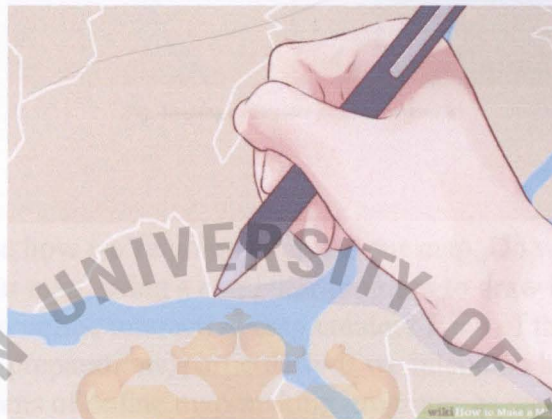


Fig. 11 set the scale of area

4. Determine how detailed our map will be. This goes hand in hand with determining what we'll include and the scale of our map, but is important to note. The detail we intend to include may have a big impact on how big we physically draw the map (on a very large piece of paper/size, or a small file size or piece of paper).



Fig. 12 Think about weather pattern

5. Think about weather patterns. Although this applies mainly to those creating their own fantasy maps, thinking about weather patterns is important to designating certain physical aspects on our map. We might consider the climate, environment and weather patterns of certain areas before sketching them out, to make a more detailed and realistic map.

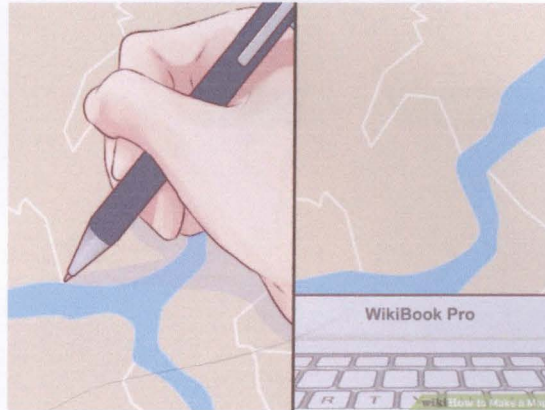


Fig. 13 using a computer program to draw it

6. Choose how we're going to create our map. Do we plan on hand-drawing our map, using a computer program to draw it, or creating our map using an online interactive map creator? Each of these will require different preparations, particularly if we intend on hand-drawing it. There are dozens of online map-making programs as well, if we're not interested in doing so much work or aren't certain of our artistic capabilities.

○ Part 2 : Drawing Mapping



Fig. 14 decided how detailed our map is going to be

1. Outline our landmasses. If we've already decided how detailed our map is going to be, we should have a good idea of how many landmasses we're drawing and their general size. Start with just a rough outline using straight lines to sketch out the landmasses. When we've gotten the outline just the way we want it, go over it again to create a more detailed outline (typically a bit wavy) depicting coasts and borders.

- When outlining our landmasses, consider where tectonic plates (imaginary or real) would lie underneath. This will help us to form more a more realistic map, assuming we're drawing it from our imagination.

- Add details like peninsulas, islands, archipelagos, deltas, or inlets to our main land masses.



Fig. 15 Add the waterways

2. Add our waterways. It is typically assumed that the area around our land masses are oceans or other large bodies of water. However, now we should add in other smaller bodies of water or waterways that we may want to include. These typically are rivers, lakes, seas, canals, and bays. Depending on how detailed we get, ponds, streams, creeks, and coves may also be included on our map. If a body of water is small but important (such as a cove or a canal) we may choose to mark it on the map and note that it is out of scale.

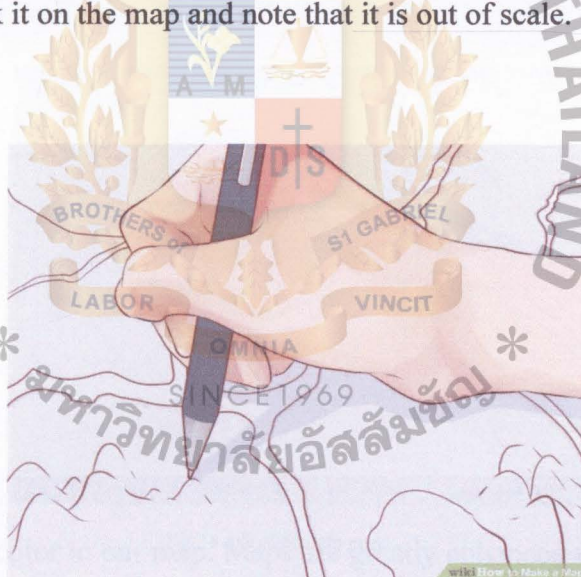


Fig. 16 Add the details in the area

3. Add details to our land masses. You may or may not add a lot of detail to our land masses depending on the style of map that we're going for, but normally at least a little detail is added. Consider putting mountain ranges, valleys, deserts, forests, and plateaus on our land. Keeping weather patterns and climate in mind, we can add jungles, rainforests, swamps, tundra, grasslands, and coral reefs throughout our map.

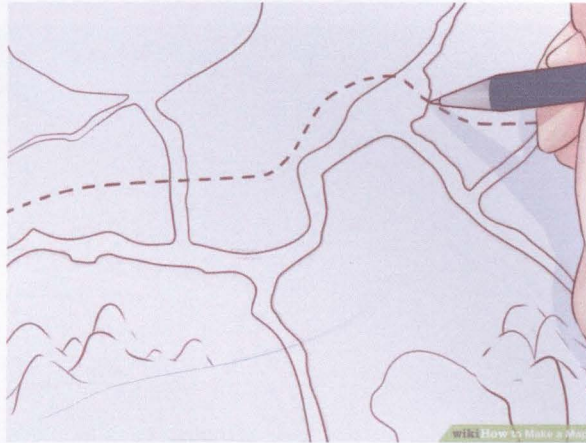


Fig. 17 Add more details in the area

4. Place countries or cities. Again, this will be different depending on the style of map we're making, but it is generally helpful to add outlines for countries or territories and add a few major cities. Designate continental divisions, state lines, and territories with simple lines; these may follow natural boundaries like rivers or mountain ranges, or may be entirely of our own choice.

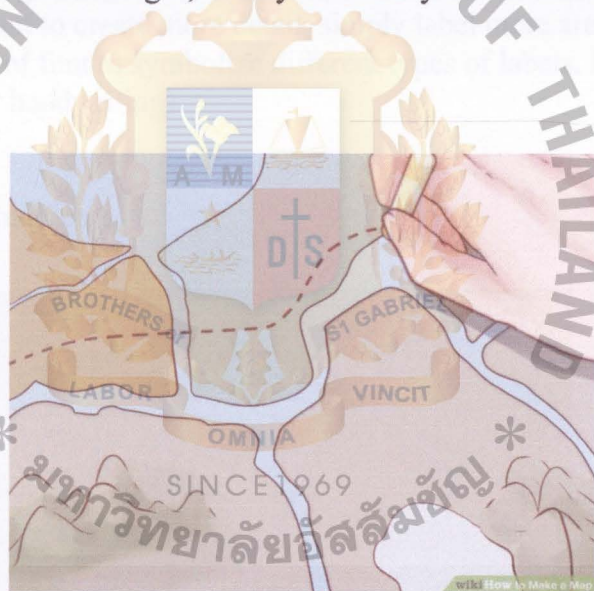


Fig. 18 Add color to the map

5. Add color to our map. Maps are greatly enhanced with the addition of color. Color can show different styles of land mass (as in a physical map), show different countries (like a political map) or simply be decorative. If we choose not to add color, at least add shading in black and white or gray. We may add detailed layers of color to show specific items like cities or forests using a broad color palette, or we may use only 2-3 colors for basic differentiations.



Fig. 19 Add the name of the area or place

6. Label our map. We aren't technically required to add labels to a map, but it will be confusing indeed if we lack labels altogether. Start by labeling the largest and most important areas; we might show that these are the largest and most important by using a larger font or print than we do for the rest of our labels. If we want to create more detail, simply label more areas on our map. Use different styles of font to symbolize different types of labels, including italicized or bold font (or handwriting).

o Part 3 : Adding Information

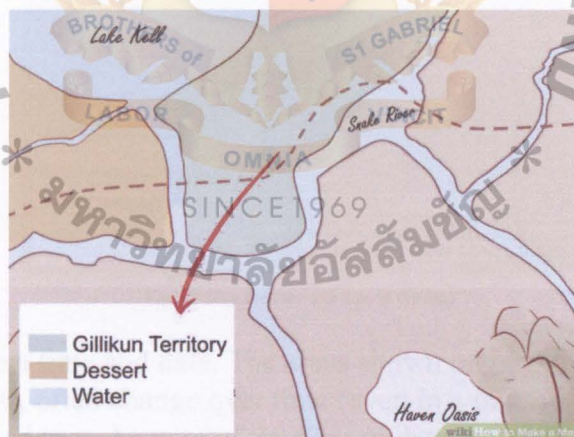


Fig. 20 Set the keyword with color to easy to understand

1. Create a key. The key is a small box that identifies the symbols or colors that we used throughout our map. These will help the viewer to understand what a type of line or mark means, as well as why we chose to use a particular color. Be sure to include every symbol we used in our key, so that we don't confuse the viewers.



Fig. 21 show the way the directions work

2. Show the orientation. We can show the orientation of our map by adding a compass rose on some portion of the blank space. This will show the way the directions work, such as North/South and East/West. This is particularly helpful if the orientation of our map is non-traditional, such as having North located near the bottom.



Fig. 22 Give the time and date in the map

3. Give a time and date. The areas shown on maps, both physical and political, often change over time (even in a fantasy map). Therefore, we will need to make note of the time or date that the map is depicting some where on the page. We may also want to include the date that the map was originally drawn, although it is more important to make note of the date range the map depicts.

director and the illustrator decide which important point in the copy should be illustrated. The illustrator then executes a drawing, painting, or collage in a unique personal style to illustrate the focal point of the copy.



Fig. 25 Product Illustrations

2. Product Illustrations: Most often this is free-lance work. The artist usually works with advertising agencies. In order to create a finished drawing or painting of a product, precision, drafting ability, and the capacity to render varied materials realistically are required.



Fig. 26 Storyboard Illustrations

3. Storyboard Illustrations : This illustrator may be employed in large ad agencies or may work free-lance. Taking the agency art director's roughs, the illustrator develops finished drawings for presentation of a potential TV commercial or industrial film to a client. This series of drawings, which illustrates the progress of the action, is called a storyboard. The appropriate dialogue is typed underneath each drawing. This gives the client an idea of how a film might look before the client undertakes the expense of production. This technique can also be used to illustrate a potential TV pilot. Since multiple drawings must be produced within a short period of time, the artist must work rapidly and carefully, using economy of means to suggest detail.



Fig. 27 Cartoon Illustrations

4. Cartooning : This field of illustration is familiar to everyone. There are as many variations in style as there are cartoonists. Each has a unique humorous or dramatic point of view and the ability to illustrate it in a direct and economical pen and ink technique. In most cases, the ability to write is essential. The cartoonist may do spot drawings or gag or satirical cartoons on a free-lance basis. He may have a staff job for a publication, or he may be syndicated as a comic strip artist or political cartoonist. In any case, the ability to sustain a high level of humor or drama over a long period of time is vital.



Fig. 28 Caricature Illustrations

5. Caricature : The Caricaturist is primarily a free-lance artist who works for newspapers and magazines, but he may also be called upon to illustrate advertising. While similar to the cartoonist in skill, the caricaturist also has a special ability to emphasize facial and body features in a drawing in order to create a comic but completely recognizable drawing of a particular individual.

• How Illustration Is Important for Teenagers

When we first encountered books as teenagers, you were captivated by the beautifully drawn images that made the story come to life, rather than the

written text itself. Then, when we got older and read “grown-up” books, we longed for the enchanting illustrations, at least at first, we did too and so did everyone else. So with all this in mind, it seems quite absurd that there are people out there debating the importance of illustrations in guidebook for teenagers.

1. Pictures tell stories.

Illustrations help to make the text work, and vice versa. Both components have to go well together in order to tell the story the way it deserves to be told and to make young Thai people understand the message better. This message cannot only be transmitted through written language alone, so it needs pictures.

2. Pictures make stories understandable.

This is not only true for teenagers, but also for those who speak a language which differs from the one used in the text bits of the picture books. With the help of the pictures, it becomes easier for every reader to understand and enjoy the story.

3. Illustrations can affect a teenager's development positively.

It all comes down to imagination and creativity – and illustrated teenager's books contribute to the development of both concepts – and to that of many others.

4. Picture books raise cultural awareness.

Depending on the nature of your teenager's picture books, they will get used to cultural diversity and the different concepts of culture that exist all around the world. Picture books help eliminate stereotypes and increase your teenager's chances of growing into open-minded, tolerant citizens. Tolerance and open-mindedness is something we should always aim towards.

Moreover, these books also help teenagers learn about their own culture, arouse their natural curiosity about it, and to give them a clearer idea of their past. Concepts, like history or inventions, that were rather fuzzy and completely out of their experience become a lot more understandable.

5. Picture books challenge teenagers

Imaginative and adventurous illustrations make teenagers grow both on an intellectual and an emotional level. teenagers today are exposed to lots of influences; they grow up in a way that is different from the way they were raised fifty years ago.

6. Picture books let teenagers explore the world with their imagination.

When we hear stories, we have a scene in our mind of how the story happens – children are no different.

When teenagers see pictures through stories, they discover similarities and differences with the world they had imagined – and hence the stories become more real for them.

So, basically it should have become pretty clear that illustrated teenage.

books make teenagers more perceptive and better observers with an imagination that can run wild. Illustrations keep them happy and in a good mood because they are enjoyable and make them happy

Other Related Theories /Topic

• Target Group

- Demographic : 1. Ages : 15-30 years old
2. Ethnicity : Thai people
3. Education : High school graduate, diploma or the equivalent, Bachelor's degree.
4. Income : A financial position moderate to higher.
- Geographic : Be the the people in Bangkok and metropolitan area.
- Psychographic : Like to travel, like something new, like to learn and searching

• About Chao Phraya Express Boat Co., Ltd.

Chao Phraya Express Boat Co., Ltd. (CPEX) was established by Khunying Supatra Singhulaka in September 1971. A concession right was granted to CPEX to provide river transportation service to passengers by the Harbor Department. Throughout the years of dedication, CPEX has continued to provide quality services by improving routes, safety and operation standard to better serve the general public, and in accordance to the Thai Government's policy.

Currently our operation spans between Nonthaburi and Ratburana, covering a distance of 21 km. Our total fleet size of 65 boats comprises of 15 super size boats, which were granted the by Board of Investment (BOI) privileges and 50 regular size boats. On average each boat has carrying capacity of 200 people. With a vision to achieve the highest standards in river transportation operation and safety, CPEX continues to lead, with current operation accommodating approximately 35,000 to 40,000 passengers each day or 13.5 millions passengers per year. Our landing covers 38 piers.

○ Kinds of Express Boat

1. Express Boat Daily (no flags).

Route : Nonthaburi (N30) - Wat Rajsingkorn (S3)

Operation : Monday - Friday

Morning Service 06.45 - 07.30 hrs.

Afternoon Service 16.00 - 16.30 hrs.

Fares : 8 / 10 / 12 Baht

(Depends on distance)

2. Orange flag Express Boat

Route : Nonthaburi (N30) - Wat Rajsingkorn (S3)

Operation : Everyday 6.00 - 19.00 hrs.

Fares : 14 Baht

3. Yellow Flag Express Boat

Route : Nonthaburi (N30) - Sathorn (Centre)

Operation : Monday - Friday

Morning Service 06.15 - 08.20 hrs.

Afternoon Service 16.00 - 20.00 hrs.

Fares : 19 / 29 Baht

(Depends on distance)

4. Green Flag Express Boat

Route : Pakkred (N33) - Nonthaburi (N30) - Sathorn (Centre)

Operation : Monday - Friday

Morning Service 06.10 - 08.10 hrs.

Afternoon Service 16.05 - 18.05 hrs.

Fares : 10 / 12 / 19 / 31 Baht

(Depends on distance)

5. Blue Flag Chao Phraya Express Boat Travel

Route : Sathon (Taksin) - Phra Atit

Operation : Friday - Sunday

Service 09.00 - 18.00 hrs.

Fares : 40 - 150 Baht

- One day trip by Express Boat on Chao Phraya River



Fig. 29 guidebook of Chaophraya Tourist Boat

One day trip is trips in one day and the companies manage everything so you do not have to do anything. to make your travel more convenient,

BTS Skytrain hands with Chao Phraya Tourist Boat. The company offers cruise transport what is the largest in Bangkok. It takes you to journey on the name “Boat Tour Chao Phraya”, which will bring the tourists, to see the sights of Bangkok in another form. Throughout the day, visitors can tour with a quality boat to their eight destination ports without worrying about the ticket or getting lost.

Route and Port Transfers

Chao Phraya Tourist Boat service transfers 8 ports. Leading to the most important and interesting places starting from Sathorn pier.

Eight ports transfers :

1. Sathon (Taksin) Pier
2. Oriental Pier
3. Si Phraya Pier
4. Rachawongse Pier
5. Tha Tian Pier
6. Maharaj Pier
7. Wanglang Pier
8. Phra Artit Pier

○ Temple Tour

Most of Thailand's populations are Buddhist, and the country is full of temples. not only the temple is a place for religious or spiritual activities of Buddhists, but and it is also the dwelling places of priest.

The belief is a thing that has a huge effect on Thai people because Thailand has many traditions and we learn everything with the words and actions of ancient people. For example, Thai people believe that the temple (Wat) is the place to relax the body and mind and make you feel close to religion because temple is the place of peace.

Every Sunday

09.00 hrs : Depart from Sathorn (Central) Pier

1. Visit Wat Chалerm Phrakiet
2. Visit Wat Kaenok
3. Visit Wat Choenglane
4. Visit Wat Yaisawangarrom
5. Visit Wat Amarin Thraram
6. Visit Wat Sangsiridharm
7. Visit Wat Pailom
8. Visit Wat Saothongthong
9. Visit Wat Paramaiyikavart

17.00 hrs : Return to Sathorn Pier

• **Good to Know about both sides of the Chao Phraya River**

- Canal comes to be a river

Bangkok Noi and Bangkok Yai Canal was authentically Chao phraya River until the reign of Ayutthaya Majesty Chaiyarachathiraj (AD 2077-2089). The king ordered to dig the canal shortcuts to shorten the distance. then it became the new Chao Phraya river

- Kiangkai became a street name.

King Rama V favorite in Kiangsi very much. Bowls from China, which were painted or decorated with starred words. became the popular collection of the royal court. When there was a new road, he took the name as it appeared on the patterned crockery such as Pichai Road formerly known as Pud Tan Road. Rajvithi road had been formerly called "Sanghi," which means extremely pleased.

- Railway bridge across the Chao Phraya River, the first railway bridge in Thailand

In the reign of King Rama VI, railway transportation had been widely appreciated. It ensued a project to build a bridge across the Chao Phraya River to connect railway from coast Bang Sue to Thonburi, and also for cars. Although the construction was completed in the reign of King Rama VII. But King Rama VII preferred the name, "Rama VI bridge." The opening of the bridge across the Chao Phraya River was on January 1, 2470 which is the anniversary of the birth day of King Rama IV

• **The Places on the both sides of the Chao Phraya River.**

1. Phra Artit Pier



Fig. 30 Landscape of Khao San Road

○ Khao San Road

When Bangkok was established in 1782, the center of the town was the Grand Palace area. For two centuries Khao San Road, which is 20 minutes' walk from the Palace, remained a quiet residential area for the locals. Thailand's most prominent lawyer and senator, Mr. Marute Bunnag and a billionaire medicine doctor and member of the House of Representatives, Dr. Decha Sukharom, started their careers in this prestigious area decades ago with small offices near the Police Station on Khao San Road. On the brink of Thailand's economic boom in 1982, the Thai Government issued its policy to commemorate Bangkok's bicentennial anniversary and celebrate the Buddhists' end of the year "2525", by launching festive ceremonies in Bangkok to bring in tourist dollars. Tourists poured in from around the world, causing Bangkok's hotels to overflow with bookings. The most spectacular festivities were performed in the Grand Palace.

Some backpackers, unable to get an overpriced room, successfully convinced local residents on Khao San Road to rent out vacant rooms in their houses, reasoning that, in return, the guest house owners could earn some extra income and it was convenient for them to travel to their destinations. The guest house business generated more profits than any amateur entrepreneur ever expected. Before long, more guesthouses, restaurants and souvenir shops sprouted along the road in full bloom.

To Get There : Take Chao Phraya Tourist Boat to Phra Arthit Pier. Exit pier and walk short distance to Phra Arthit Road. Turn left and follow Phra Arthit Road past Phra Sumane Fort on your left and continue another 300 m. to intersection with Chakrabongse Road. Cross Chaakrabongse Road. Then turn right and proceed about 350 m. to Khao San Road that will intersect on your left.

Transfer Connections : Ordinary bus 3, 6, 15, 43, 8, motorcycle taxi service.



Fig. 31 Landscape of Phra Sumane Fort

○ Phra Sumane Fort

Built in 1783 to defend against potential naval invasions and named for the mythical Mt Meru (Phra Sumen in Thai) of Hindu-Buddhist cosmology, the octagonal brick-and-stucco bunker was one of 14 city watchtowers that punctuated the old city wall alongside Khlong Rop Krung. Apart from Mahakan Fort, this is the only one still standing. Alongside the fort and fronting the river is a small, grassy park with an open-air pavilion, river views and cool breezes.

To Get There: Exit Chao Phraya Tourist Boat at Phra Athit Pier. Exit pier and walk short distance to Phra Arthit Road. Turn left and follow Phra Arthit Road to nearby Phra Sumane Fort on your left.

Transfer Connections : Ordinary bus 3, 6, 15, 43, 8, motorcycle taxi service

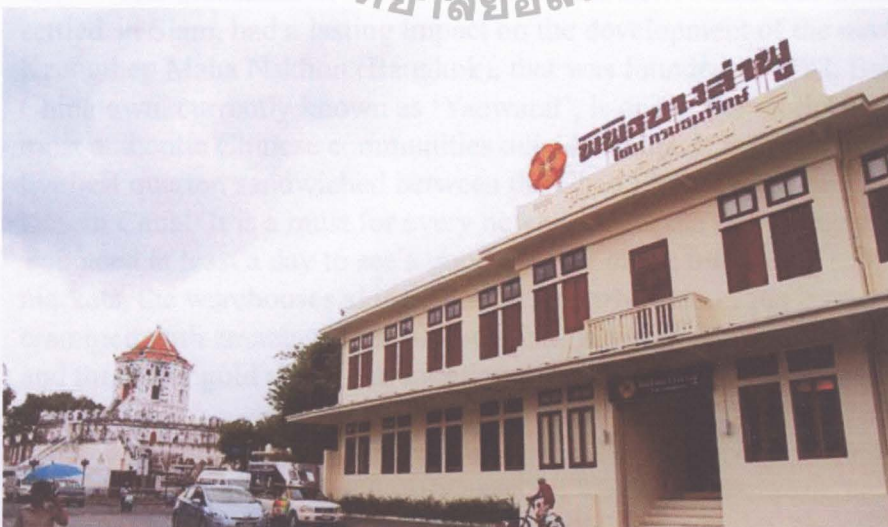


Fig. 32 Landscape of Banglumpoo museum

○ Pipitbanglamphu

This new Museum named “Pipitbanglamphu” is a modern museum which displays application objects and historical narrative to show their original communities. However, there are some interesting history of Banglamphu the Treasury Department renovated the building of the old school, Wat sun gwej printing school and it's regarded as a building that has been current in conservation. In the Museum, which brings technology to help present the official “magic mirror”, which allows visitors to get to know and see photos from real places in the area, outside the window and several areas in the Museum. There are also several State-of-the-art technology that will allow visitors to participate in the elections.

To Get There: Follow directions to Khao San road and explore adjacent sois and shops.

Transfer connections : Ordinary bus 3, 6, 15, 43, 8, motorcycle taxi service

2. Rachawongs Pier



Fig. 33 Landscape of China Town

○ Chaina Town

The thousands of immigrants from southern China that annually settled in Siam, had a lasting impact on the development of the new capital Krunthep Maha Nakhon (Bangkok), that was founded in 1782. Bangkok's Chinatown, currently known as 'Yaowarat', is one of the world's largest and most authentic Chinese communities outside China. It is Bangkok's busiest and liveliest quarter, sandwiched between the Chao Phraya River and the Krung Kasem Canal. It is a must for every new visitor to the city to explore this quarter. You need at least a day to see a good number of the interesting temples, colorful markets, the warehouses along the river, narrow picturesque lanes crammed with amazing work places, small industries and tiny shops, and the many gold shops and traditional drug stores in the main streets.

To Get There : From the Rachawongs pier you also have to walk, but it is a very short straight walk. You will walk pass Soi Wanit 1 or Sampeng lane, a popular shopping place in this area which runs parallel to Yaowarat Road. Just keep walking straight ahead. When you see many gold shops on the road, it means you are on Yaowarat Road.



Fig. 34 Landscape of Wat Mangkon Kamalawat or Wat Leng Nei Yee

○ Wat Mangkon Kamalawat

Wat Mangkon Kamalawat is also known as Wat Leng Noei Yi or Dragon Lotus Temple. It is considered to be the most important and largest Chinese Buddhist temple in Bangkok. It was first established as a Mahayana Buddhist temple around 1871. At first it was named after Sok Heng but was later changed by King Chulalongkorn (Rama V) into its present name. This temple is said to be the host for various year round events like Chinese New Year and Chinese Vegetarian Festival.

The temple is decorated typically using a Chinese architectural style that makes use of Chinese dragons. The ordination hall houses the temple's gold colored Buddha. The Buddha's image is patterned after the Chinese. An altar can be found there as well where religious rites are performed. Three pavilions stand to the rear side of the temple which is said to be dedicated to the following: Guan Yim (Chinese goddess of compassion and mercy), another to the temple founder Phra Archan Chin Wang Samathiawat and to the Saint Lak Chao.

To Get There : From the Rachawongs Pier, walk up Ratchawong Road to Charoen Krung, turn right and Wat Mangkol Kamalawat will be on your left a little more than one block down.

Transfer Connections : Ordinary bus 204, van, motorcycle taxi service

3 .Memorial Bridge Pier



Fig. 35 Pak Klong Talat

○Pak Khlong Talat

Pak Khlong Talat (Thai: ปากคลองตลาด, “market at the mouth of the canal”) is a market in Bangkok, that sells flowers, fruits, and vegetables. It is the primary flower market in Bangkok and has been cited as a “place of symbolic values” to Bangkok residents. It is on Chak Phet Road and adjacent side-streets, close to the Memorial Bridge. Though the market is open 24 hours, it is busiest before dawn, when boats and trucks arrive with flowers from nearby provinces. The market has a long history. During the reign of King Rama I (1782–1809), a floating market took place on the site of the modern Pak Khlong Talat. By the reign of Rama V (1868–1910), it had changed to a fish market. The fish market was eventually converted to today’s produce market, which has existed for over 60 years. The market’s focus has shifted from produce to flowers as the Talat Thai market on the outskirts of Bangkok has become a more attractive site for produce wholesaling.

Most of the flowers sold in the market are delivered from Nakhon Pathom, Samut Sakhon, and Samut Songkhram Provinces, though flowers that require cooler growing temperatures may come from as far away as Chiang Mai or Chiang Rai. The market’s produce selection is extensive and is delivered from across the country.

The market accommodates both consumers and wholesalers and has a wide variety of customers. Many local florists visit the market in the early morning hours to stock their shops for the coming day. The urban poor who make a living stringing and selling Phuang Malai (flower garlands) buy sacks of jasmine and marigold blossoms. Though the market is documented in guidebooks, it receives few foreign tourists.

To Get There : from Memorial Bridge Pier, the market is located near the river side. You just get off the boat at Memorial Bridge Pier, and walk about 5 minutes.

Transfer Connections : Ordinary bus 7n, 8, 12, 42, 43, 73, 73n, 82, motorcycle taxi service

4. Tha Tien Pier



Fig. 36 Landscape of Wat Pho

○ Wat Pho

Wat Pho is one of Bangkok's oldest temples. It existed before Bangkok was established as the capital by King Rama I. It was originally named Wat Photaram or Podharam, from which the name Wat Pho is derived. The name refers to the monastery of the Bodhi tree in Bodhi Gaya, India where Buddha is believed to have attained enlightenment. The older temple is thought to have been built or expanded some time in the reign of King Phetracha (1688–1703) of the Ayutthaya period on an even earlier temple site, but its founder is unknown. After the fall of Ayutthaya to the Burmese, King Taksin moved the capital to Thonburi where he located his palace beside Wat Arun on the opposite side of the river from Wat Pho, and the proximity of Wat Pho to this royal palace elevated it to the status of a Wat Luang (royal monastery).

In 1782, King Rama I moved the capital from Thonburi across the river to Bangkok and built the Grand Palace adjacent to Wat Pho. In 1788, he ordered the construction and renovation at the old temple site of Wat Pho, which had by then become dilapidated. The site, which was marshy and uneven, was drained and filled in before construction began. During its construction King Rama I also initiated a project to remove Buddha images from abandoned temples in Ayutthaya, Sukhothai, as well as other sites in Thailand, and many of these Buddha images were kept at Wat Pho. These include the remnants of an enormous Buddha image from Ayutthaya's Wat Phra Si Sanphet destroyed by the Burmese in 1767, and these were incorporated into a chedi in the complex. The rebuilding took over seven years to complete. In 1801, twelve years after work began, the new temple complex was renamed Phra Chetuphon Vimolmangklavasin in reference to the vihara of Jetavana, and it became the main temple for King Rama I. The complex underwent significant changes in the next 260 years, particularly during the reign of King Rama III (1824-1851 CE). In 1832, King Rama III began renovating and enlarging the temple complex, a process

that took 16 years and seven months to complete. The ground of the temple complex was expanded to 22 acres, and most of the structures now present in Wat Pho were either built or rebuilt in this period, including the chapel of the reclining Buddha. He also turned the temple complex into a public center of learning by decorating the walls and the buildings with diagrams and inscriptions on various subjects. On 21 February 2008, these marble illustrations and inscriptions were registered in the Memory of the World Programme launched by UNESCO to promote, preserve and propagate the wisdom of the world heritage. Wat Pho is regarded as Thailand's first university and a center for traditional Thai massage. It served as a medical teaching center in the mid-19th century before the advent of modern medicine, and the temple remains a center for traditional medicine today where a private school for Thai medicine founded in 1957 still operates. The name of the complex was changed again to Wat Phra Chetuphon Vimol mangklaram during the reign of King Rama IV. Apart from the construction of a fourth great chedi and minor modifications by Rama IV, there had been no significant changes to Wat Pho since. Repair work, however, is a continuing process, often funded by devotees of the temple. The temple was restored again in 1982 before the Bangkok Bicentennial Celebration.

To Get There: Take Chao Phraya Tourist Boat to Tha Tien Pier. Upon leaving proceed straight ahead about 250 m. along Thai Wang Road directly to Wat Pho on your right. Temple is open from 8:00 a.m. - 6:00 p.m. Admissions 50 Baht for foreigner.

Transfer Connections : Ordinary bus 1, 25, 32, 44, 48, 53 / 508, 512, van, motorcycle taxi service



Fig. 37 Landscape of Wat Arun

○ Wat Arun (Temple of Dawn)

A Buddhist temple had existed at the site of Wat Arun since the time of the Ayutthaya Kingdom. It was then known as Wat Makok, after the village of Bang Makok in which it was situated. (Makok is the Thai name for the *Spondias Pinnata* plant) According to the historian Prince Damrong Rajanubhab, the temple was shown in French maps during the reign of King Narai (1656–

1688). The temple was renamed Wat Chaeng by King Taksin when he established his new capital of Thonburi near the temple, following the fall of Ayutthaya. It is believed that Taksin vowed to restore the temple after passing it at dawn. The temple enshrined the Emerald Buddha image before it was transferred to Wat Phra Kaew on the river's eastern bank in 1785.[4] The temple was located in grounds of the royal palace during Taksin's reign, before his successor, King Rama I, moved the palace to the other side of the river.[2] It was abandoned,

tended for a long period of time, until King Rama II, who restored the temple and extended the pagoda to 70m.

To Get There: Exit the Chao Phraya Tourist Boat at Tha Tien Pier. From this pier take across river ferry to Wat Arun. Wat Arun is open from 8:30 a.m. to 5:30 p.m. Admission is 50 Baht for foreigner.



Fig. 38 Landscape of Tha Tien Market

o Tha Tien Market

Tha Tien Market is one of the famous historical ordinary community markets on Rattanakosin Island in 17th century. In the early of Rattanakosin era, a floating market took place on the Tha Tien Market. (Dailynews, 2014) During the reign of Rama I till Rama IV (1782–1868), Thais were still considered as the social members of 'water community' due mainly to their settlements along the shores of Chao Phraya River, canals and waterways. (Tha Tien community is also one of the water communities). There were also temples, palaces, government office and residents of noblemen situated on plots of Rattanakosin Island. At that time, Tha Tien Market was a combination of 'Thai Wang Market' and 'floating market' that sell both fresh and dried food, clothes, goods and items for daily life. For floating market, seller, either retailers or wholesalers, were on rafts and in vending boats. For Thai Wang market, it was only stalls, placed in the areas rented from the members of the royal family, noblemen or temple, reselling foods and goods bought from floating markets. (In-Jan, 2015)

Later, after the Bowring Treaty, in 1855, Siam engaged more in international trade. A change in economic forms resulted in that of urban development in which the 'Land' community was more emphasized than the 'Water' one. Afterwards, in reign King Rama V (1868–1910), with new more roads, more and more people lived on land, roads, instead of waterways, became a major route

for trades. The King ordered to build U shape shop houses with their fronts facing the streets. These shop houses were for rent so that people were able to trade, and move the fresh market into the center of U shape shop houses built to cover the unpleasant existing view of the fresh market but there are still some stalls left on the side of Tha Tian area which made that area still popular and crowded.

At that time, Tha Tian was still considered as the largest market in the early Rattanakosin era. It encompassed the area up to Pak Khlong Khu Muang Derm, which was another large market. This market was previously known as 'Talat Pak Khlong' or 'Pak Khlong Talat' up to the present time. Both markets were center for goods for major towns in the northern and southern regions, including those imported from China. However, there was another neighboring small market name 'Morakot Market' which was built in parallel with Tha Tian Market. The Morakot Market included a brick and mortar shop house mixed with wooden shop houses. It was an open market that regarded as Siam's most prosperous and wealthy market with every products available with 24 hours in World War II. As it was along the riverside and connected with a largest and most active pier in Tha Tian area, the market was fully occupied. Space and shops were distributing both wholesale and retail goods which included fresh foods and items for daily life. (In-Jan, 2015)

In 1963, the Morakot Market was on great fire It destroyed and burned down everything in Tha Tian area. After that, it was replaced by shop houses and a small market of wholesale and retail dried salted seafood products in the area of U shape building, which was built in King Rama V, connected to Maha Rat Road and next to Tha Tian Pier. Tha Tian Market still remains in its area until now in Tha Tian community (Dailynews, 2014; In-Jan, 2015).

To Get There: Upon exiting the Chao Phraya Tourist Boat at the Tien Pier, walk straight ahead a short distances to the intersection Maharaj Road. Turn right and walk along Maharaj Road to view old shophouses.

Transfer Connections : Ordinary bus 1, 25, 32, 44, 48, 53 / 508, 512, van, motorcycle taxi service

5. Tha Maharaj Pier



Fig. 39 Landscape of Wat Phra Kaew and Grand Palace

○ Wat Phra Kaew

In 1767, the Kingdom of Ayutthaya fell to the Burmese, and King Taksin then moved the capital to Thonburi where he built the old palace beside Wat Arun on the west bank of Chao Phraya River. In 1778, Taksin's army under the command of Chao Phraya Chakri (who later became King Rama I) captured Vientiane and took the Emerald Buddha back to Thonburi.

In 1782, King Rama I succeeded to the throne and founded the Chakri Dynasty, and he decided to move the capital across the river to Bangkok as it would be better protected from attack. The site chosen for the palace is situated between two old wats, Wat Pho and Wat Mahathat, an area inhabited by Chinese residents who were then moved to the present China Town. He started the construction of the Grand Palace so that the palace might be ready for his coronation in 1785. Wat Phra Kaew, which has its own compound within the precinct of the palace, was built to house the Emerald Buddha, which is considered a sacred object that provides protection for the kingdom. Wat Phra Kaew was completed in 1784. The formal name of Wat Phra Kaew is Phra Sri Rattana Satsadaram, which means "the residence of the Holy Jewel Buddha."

Wat Phra Kaew has undergone a number of renovations, restoration and additions in its history, particularly during the reign of King Rama III and Rama IV. King Rama III started the renovations and rebuilding in 1831 for the 50th Anniversary of Bangkok of 1832, while Rama IV's restoration was completed by Rama V in time for the Bangkok Centennial celebrations in 1882. Further restoration was undertaken by Rama VII on Bangkok's 150th Anniversary in 1932, and by Rama IX for the 200th Anniversary in 1982.

To Get There: Exit Chao Phraya Tourist Boat at the Mahraj Pier and walk straight ahead about 75 m. to Maharaj Road. Turn right and walk straight about 200 m. to reach the walk corner of the palace. Turn left about 200 m. to the entrance of the Grand Palace grounds on your right. Open daily 8:30 a.m. - 3:30 p.m. Entrance may be restricted on certain ceremonial occasions. Dress code is enforced. Free important information service is available at this pier before straight to the Royal Grand Palace.

Transfer Connections : Ordinary bus 1, 25, 32, 44, 48, 53 / 508, 512, van, motorcycle taxi service

6. Wang Lang Pier



Fig. 40 Siriraj Museum

○Wang Lang (Siriraj) Pier, Siriraj Hospital and Museum

The hospital was founded by King Chulalongkorn in 1888, two years after a worldwide cholera outbreak. It is named after the king's 18-month-old son, Prince Siriraj Kakuttaphan, who had died from dysentery a year before the opening of the hospital. The medical school was established two years later in 1890. The hospital houses the Siriraj Medical Museum, which is open to the public. The museum contains six separate permanent exhibits and includes a temporary exhibit. The permanent exhibits include sections on anatomy, pathology, congenital disorders, toxicology, techniques of Thai traditional medicine, and forensic pathology. In 2008, the temporary exhibit featured the role of Siriraj Hospital during the 2004 Tsunami that devastated the Andaman coastline of Thailand and other countries. The latest museum is Siriraj Bimuksthan Museum which was opened in early 2013. The museum is housed in the renovated vintage architecture of the old Bangkok Noi train station, next to Siriraj's newly opened private subsidiary Siriraj Piyamaharajkarun Hospital. The museum exhibits history of medicine in Thailand from traditional medicine to modern and includes history of the Bangkok-noi area where the museum and the hospital are sited. Prince Dipangkorn Rasmijoti the grandson of King Bhumibol and the son of King Rama X was also born here.

Siriraj was the residence of the King of Thailand, Bhumibol Adulyadej, from September 2009 to August 2013. He entered the hospital for treatment of a respiratory condition. In October 2014 King Bhumibol had gall bladder surgery at Siriraj. He died there on 13 October 2016

To Get There: Take Chao Phraya Tourist Boat at Wang Lang Pier. Exit the pier and walk straight ahead through market area to Phrannok Road and Proceed about 10 m. to entrance of Siriraj Hospital on your right. Museum is open 09:00 a.m. 04:00 p.m. Monday Saturday. Admission fee is 40 Baht.

Transfer Connections : Ordinary bus 19, 57, 91, 149, 157, motorcycle taxi service

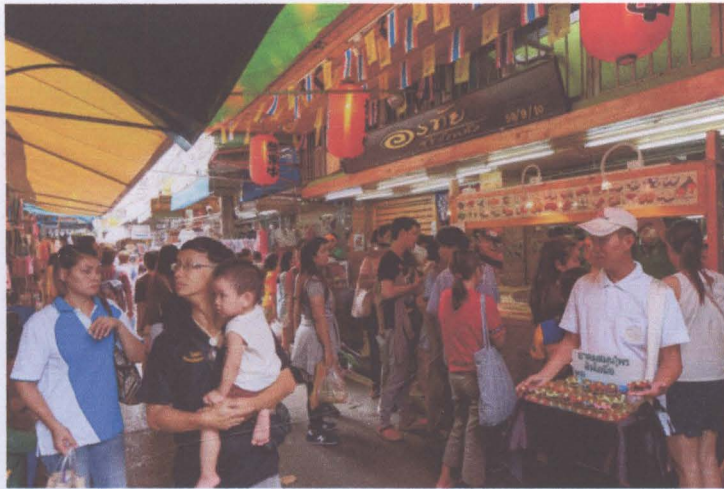


Fig. 41 Landscape of Wang Lang Market

○ Wang Lang market

Wang Lang Market is well-known among Thai people especially to nurses and Thai university students who often visit this market to relish delicious dishes. The Market was named after the reputed politician Wang Lang who was also named as Jingxing. He was a minor warlord during late Eastern Han Dynasty. After the fall of the Han Dynasty, he became a politician in the Cao Wei state. Wang Lang Market is located near Siriraj Hospital along Chao Phraya river.

At Wang Lang Market, you can easily purchase brand name products such as Prada, Lacoste, shoes, bags, dresses and vintage products. You can also buy second hand clothes. If you are good at bargaining, you can buy many top quality products at an extremely cheap rate.

To Get There: The market also happens to be easily accessible; a cross-river ferry from Phra Arthit Pier (near Khao San Road) or Tha Chang or Tha Phachan can take you here for three baht and virtually all Chao Phraya express boats make a stop at Wang Lang Pier.

Transfer connections : Ordinary bus 19, 57, 91, 149, 157, motorcycle taxi service

7 .Nonthaburi



Fig. 42 Landscape of Ko Kret

○Ko Kret

The story of how Mon people came to settle on Ko Kret is a sad one. Long after the Mon civilisation of Dvaravati had been incorporated into the Lanna Kingdom of what's now northern Thailand in the 13th century, the Mon strong hold of Hongsavatoi — in what's now lower Burma — was sacked by a Burman army in 1757. In the brutal genocide that ensued, the invaders killed tens of thousands of Mon people.

Many of those who escaped fled west over the mountains, eventually settling along the Chao Phraya River in Siam, the predecessor to modern Thailand. After such a horrific attack, it's no surprise that the Mon sought isolated areas like Ko Kret, a flat stretch of land that had been transformed into an island when a canal was dug in 1722 to shorten the route to Ayutthaya. The Siamese looked favourably on the Mon due to a shared contempt for (and fear of) Burma, but also due to the Mon people's gentle disposition and earnest dedication to Buddhism. In the early 1800s, the Thai monk and prince who later became King Rama IV was so impressed by the disciplined Mon Buddhist tradition that he used it as a model for the reformed Thammayut order, which remains one of Thailand's two major Buddhist branches.

Ko Kret's largest temple, Wat Poramaiyikawas, remains a pilgrimage site for people of Mon descent from throughout Thailand. Resident monks continue to perform chants in the Mon language and many scriptures are written in Mon. The temple also features Ko Kret's signature lopsided Mon-style chedi, a 10 metre-long reclining Buddha and a seated Buddha considered Nonthaburi's most sacred. On the other side of the island, Wat Sao Thung Thong's late Ayutthaya-style chedi shows how the Mon adopted elements of their new home while mindfully preserving their own culture.

Many descendents of the Mon who arrived in the 18th century have since been assimilated into Thai society, but Ko Kret's community retains much of its traditional Mon character. Even if Thai is now widely used, the Mon language is still spoken here. Mon artistry lives on in the earthen clay bowls displayed at stores and museums, and crafted at workshops throughout the island. It's still common to see clay pots filled with water outside homes and temples, an ancient Mon custom that offers passersby a quick wash or drink.

Weekending urban Thais flock to Ko Kret's riverside weekend market to sample the sweets, edible fried flowers, fish cakes, curries and fragrant chilled rice (khao shae) that the Mon are famous for. Though 'I love Ko Kret' T-shirts, key chains and cutesy souvenirs are available, the narrow market lanes remain more charming than touristy. While passing weathered wooden houses, we can see potted plants, napping dogs and residents who flashed us smiles from their porches.

To Get There: Cross-river ferries run throughout the day to Ko Kret's Wat Pora maiyikawas Pier from Wat Sanam Nuea, a 10-minute walk or 20 baht motorbike taxi ride from the main Pak Kret Pier. The five-minute trip across the river costs two baht. You can also arrange for a boat to take you directly to Ko Kret from the main Pak Kret Pier or all the way from one of the Bangkok piers.

One way to reach Ko Kret directly is by taking a tour on one of the Chao Phraya express boats, departing every Sunday and costing 300 baht per person. The ride also includes various stops at temples and points of interest along the way to Ko Kret. At any time, you can take an orange or green flag Chao Phraya express boat direct to Nonthaburi Pier (the last stop). Then catch a taxi to the pier in Pak Kret for around 100 baht. Taxis are readily available for the return trip. Another way to reach Pak Kret is by bus #166 from Victory Monument.

Transfer connections : Ordinary bus 05, 32, van, motorcycle taxi service

8. Si Phaya



Fig. 42 Landscape of Bangkok Folk-Museum

○Bangkok Folk Museum

Bangkok Folk Museum, or Bangkokian Museum (พิพิธภัณฑ์ชาวบางกอก), is a museum in Bangkok, Thailand. It is located at Soi Charoen Krung 43, near the Sri Rat Expressway several hundred metres from the right bank of the Chao Phraya and the intersection of Soi Charoen Krung 43 and Maha Set

Set in a building dating back to the World War II period, the museum offers an insight into the lifestyles of middle-class Bangkokians during World War II and its aftermath (1937–1957). Bangkok Folk Museum: include the garden and main buildings. The museum was originally the home of the Suravadee family which was built in 1937, but was converted to the Bangkok Folk Museum to preserve the lifestyle of early Bangkok and the history of Bang Rak district. On 1 October 2004, the museum fell under the management of the Bangkok Metropolitan Authority.

The museum consists of two main two-storey buildings and a garden. In an upstairs room of the first, there is an ancestors' quarters which displays many of the relics of original family members these include the old Benjarong jar made from Thai porcelain in five basic colors, from the King Rama V period (1858 – 1910). Some of the other porcelain pieces in the Bangkok Folk Museum are from the early Rattanakosin era.

The second building in the Bangkok Folk Museum is at the rear and was once intended to be the home and clinic of Dr. Francis Christian, the stepfather of the owner, but Christian had died before he could move in. Notable displays are his cigar collection, and various stoves dating back to the early 20th century.[2] One display has an old Bangkokian kitchen from the war period. Another room displays sanitation and toilet facilities during the war and has two toilets standing next to each other.

To Get There : Take Chao Phraya Tourist Boat at Sipraya Pier. Exit the pier and walk straight to take transportation next. But, taxi is probably the best way to go. You can take the BTS Skytrain to Chong Nonsi Station, or MRT Subway to Sam Yan Station, then continue on taxi.

Transfer connections : Ordinary bus 1, 16, 35, 36, 45, 75, 93 / 6, motorcycle taxi service, vans

10. Sathorn (Central Pier)

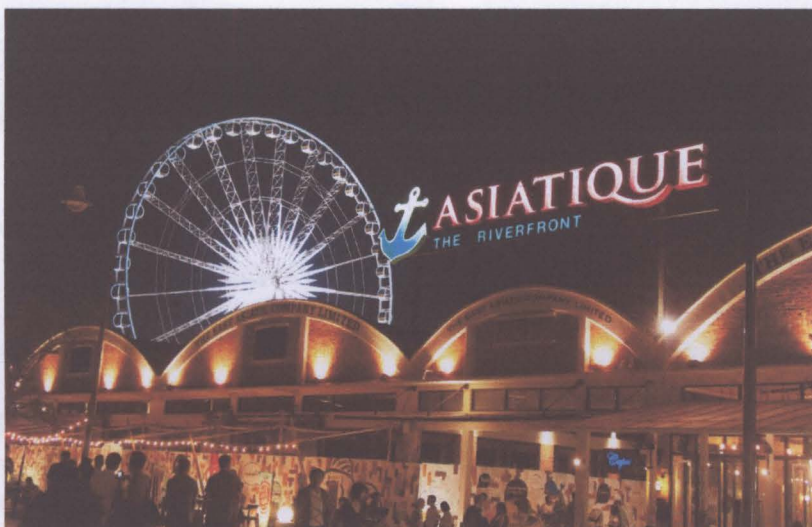


Fig. 43 Landscape of Asiatique

○Asiatique

Back in the 1900s, during the reign of King Chulalongkorn, Asian countries were under threat of invasion from the European superpowers. With great foresight, King Chulalongkorn took the initiative to raise Siam to the level of leading countries of the world and decided to establish relations with Denmark. Included in this process was the construction of a pier belonging to the East Asiatic Company, a business dedicated to the export of teak wood and owned by Mr. Hans Nille Andersen, a Danish national. This pier signaled the beginning of international trade between the Kingdom of Siam (the former name of Thailand) and European nations and was the key to Siam maintaining the sovereignty and independence it enjoys to this day.

Today, that same area which the East Asiatic Pier occupies is being restored to its original glory under the name “ASIATIQUE The Riverfront,” the first and the biggest lifestyle project in Asia on the banks of the Chao Phraya River, and soon to become Bangkok’s trendiest landmark.

To Get There : Take Chao Phraya Tourist Boat at Sathorn Pier. Exit the pier and wait the free boat from asiatique.

Transfer connections : Ordinary bus 1, 15, 17, 35, 75, 115, 116, 163 / 504 / 20, motorcycle taxi service, BTS



Fig. 44 Landscape of Wat Yannawa

○ Wat Yannawa (วัดยานนาวา)

At first, the temple may look like one of many riverside temples along the Chao Phraya. Indeed, it has a quirky characteristic that can't be found at any temple in Thailand. Built in the 1700's during the Ayutthaya era, this temple has been renamed three times and went through several renovations. A significant and unusual addition to the temple grounds occurred about 169 years ago when King Rama III (1824 – 1851) commissioned the construction of a Buddhist monument resembling a Chinese junk, a vessel responsible for the successful trade between China and Thailand during that period. It was said that the King saw steam ships replacing the old junks, and wanted people to

ships that had brought so much prosperity to the kingdom.

The ‘junk ship’ shrine has two spired chedis (religious shrines) on deck to represent the masts and the altar in the wheel house above the stern. It was during this renovation that the temple was renamed Wat Yannawa. “Yan” in Thai means craft or conveyance. “Nawa” means vessel or boat. Hence the temple is sometimes referred to as the boat temple.

The temple is one of the royal temples in Bangkok and under the king’s patronage. Besides the junk ship shrine, other buildings in the temple are well maintained with elaborate decoration.

Mekhala’s pier is located at the back of the temple, facing the Chao Phraya River. The pier is a no-killing zone, thus a sanctuary for a large number of fish. It is a good place to observe local people feeding these fish as a way of making merit.

For a Buddhist temple, this is an interesting religious monument that is worth a visit before getting on board the Mekhala, especially for guests traveling on our upstream cruise. And if you happen to arrive at the pier early and finish a walk around the Yannawa temple, a small, nice and quite Thai restaurant in front of the temple, on Charoenkrung Rd, is an ideal place where you can relax and enjoy delicious authentic Thai dishes and drinks. Otherwise, you can have a Thai massage at the massage parlor next to the restaurant.

To Get There : Take Chao Phraya Express River Boat Exit Sathorn Pier, and walk toward the main road (Charoen Road). Turn right and walk for about 50 meters. You will see the entrance of the temple on your right.

Transfer connections : Ordinary bus 1, 15, 17, 35, 75, 115, 116, 163 / 504 / 20, motorcycle taxi service, BTS

Conclusions

All places are the important and interesting places on the both sides of ChaoPhraya River. All places have history and have stayed with ChaoPhraya River for long time So, it made both sides of Chao Phraya River memorable and become a symbol of Thailand.

2.2Data Analysis

2.2.1 Questions

To figure out the problems of people around Chao Phraya River port; and to find the information that readers need ; and to choose the design that could be useful for reader. In this book will also have pictures and gimmick that will make this book worthy and interesting to read.

- a. How should the characteristics of the guidebook be appropriate for teens ?

- b. Do you think a guidebook by express boats will be beneficial to the teenagers or travelers ?
- c. Should the travel guidebook have a photos or illustration, graphic to communicate ?

2.2.2 Gathering Data

Tools to Gather Data

- a. Interview on travel guidebook for Chao Phraya River
- b. Observations about the places on both sides of Chao Phraya River

Respondents

a. Interviewee

1. Ms. Sureeporn Kertpum, student at Thammasat University, Female, (Age :) 22 years old
2. Ms. Kwanrat charoenphao, The Assistant Manager form the marketing department of Chao Phraya Tourist Boat Co., Ltd., Female, (Age :) 24 years old
3. Ms. Patrica Khemngwad (online), MA Design Management / Graphic Designer / Design Lecturer at Assumption University, Female, (Age :) 36 years old
4. Mr. Chawapon Klinphakit (online), Illustrator at Design for Disaster, Male, (Age :) 29 years old

2.2.3 Conclusion

- Interview 1 Ms. Sureeporn Kertpum (student)

Ms. Sureeporn Kertpum is a student of Faculty of Arts at Thammasart University (Tha Prachan) She said she had used express boat. But mostly, she would use the ferry rather than. She said that she did not know about the trails much and she had a problem about the transfer connection from the pier. She also said, that she ever used Chao Phraya Tourist boat (blue flag) to travel and she got the guidebook but inside is english language she do not understand it too much but it was good about the size that was small and easy to carry. And she has suggested that for the travel guidebook if it's a small size, it was easy to open when she on the boat and for more attractive it should have the beautiful pictures or cool graphic inside too.

- Interview 2 Ms. Kwanrat Charoenphao (The Assistant Manager)

She graduated from Faculty of Communication Arts from Chulalongkorn University. She is The Assistant Manager in the marketing department. She said the target of Chao Phraya Tourist Boat is tourists, such as European, American, Chinese. Young Thai people are very few to use express boat because the company does not promote for Thai people too much and maybe this reason it make Thai people or young Thai people do not know how to travel by express boat. The stream travel of young people just happened not long time. They come to travel from promoting on facebook or website but it doesn't make them know more about express boat and so their do not use express boat for travel. If there use just a ferry ride. And the most of the problems is not about how to use express boat but just the information such as, what station of the Wanglang or Wat Arun. And she thought the travel guide book in Thai is interesting for Chao Phraya Tourist Boat Company because next year they will try to focus on Thai people more than now.

- Interview 3 : Ms. Patrica Khemngwad (MA Design Management / Graphic Designer / Design Lecturer at Assumption University)

She is a teacher at Assumption University. She said some of teenagers know how to use express boat if they use everyday in their daily life but some don't know much or have never known before. And she thought travel guidebook will benefit to travellers rather than teenagers. But she said if we want to do the travel guidebook for teenagers, we should to know what they want to know, what is the content they like and why they need the guidebook for. The characteristic of guidebook in general, it should provide a clear message, image of places (in colors), map and directory. For teens, may consider some cartoon, mascot or tips.

- Interview 4 : Mr. Chawapon Klinphakit (Illustrator)

He is Illustrator at Design for Disaster. He said the travel guide book will be more beneficial if we tell not just the place but maybe where to go next and if should move to some places that are interesting too from this place. And he said the character of thavel guidebook should be easy to use, easy to understand and be produced from the material that is strong to use for long time.

- According to the observations most people know and visit a place that is already famous. Few people are still new and just the begin to explore new places to eat,or visit. Some people wait for an hour just to eat at a famous restaurant, but they don't know that there are a lot more restau rants around those places. They can find another restaurant that sells the same type of food but more delicious and cheaper, plus it is local. This book will include some restaurants that are not famous but food is deli cious, unique from other restaurants.

2.3.1 Design Reference 1



Source: information about Chatuchak market(Info graphic).(2015).Retrieved from <https://www.pinterest.com/pin/816418238669794071/>

- **Form - based on design principles.**

'The Kingdom of Chatujak Market' was designed like a brochure by separating into the manual book and a map. Manual book is designed in small size suitably for traveling. This design uses uniqueness of design to promote Thailand and color scheme to make the feeling of the past, which was different from now. It is designed to make Thai people want to attract tourists to come to support Thailand.

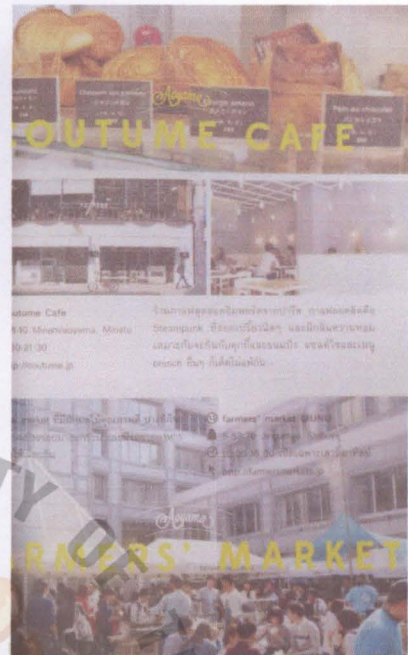
- **Content - based on communication theory.**

This is a Guide Brochure Chatuchak Market. It contains the history, map, and location of the bus, taxi motorcycle or place for parking. It suggests to dress appropriately for the weather is hot, or even the type of shoes to wear to walk more comfortably. The types of products, are in different zones. such as a tone called Krung-hip-sa-ter (hipster land), zone of second hand. such as, clothes, shoes, bags.

- **Response - based on viewers' reaction.**

People who get this brochure for traveling in Jatujak Market also feel happy and joyful with idiomatic language and design in the book. Design form attracts people to pay more attention to thai style that is simple and realistic illustration on the map design.

2.3.1 Design Reference 2



Source: Ok Go Tokyo 2 (Guidebook) .(2016).Retrieved from <https://minimore.com/b/go-tokyo2/1>

- **Form - based on design principles.**

From this Ok Go to Tokyo Guidebook of Tokyo city, this guidebook used the illustrations combining with photographs. Illustrations which make a guidebook looks more fun and attractive. They used simple typeface but color is prominent to represent focus point of restaurants, souvenir shops, coffee shops, guest houses, that color is yellow. The meaning of the yellow is fun. That is technique that makes the overall of guidebook more interesting.

- **Content - based on communication theory.**

This is a guidebook focuses on people who like art, Oddments, affordable products. Like walking than driving. Like simplicity, not luxury It very perfect for travelers who prefer to live on their own without relying on guide.

- **Response - based on viewers' reaction.**

People who get this guidebook will get the feeling happy and joyful feelings with place and design layout that is easy to read. Design form attracts people to pay more attention to Japanese simple style.

2.3.1 Design Reference 3



Source: Indy Market (Guidebook) .(2015).Retrieved from <https://www.bfriendstore.com/book-detail/4872>

- **Form - based on design principles.**
'Indy Market' is a guidebook for night market characterized by the design. focusing on the vintage to attract tourists. To make it beautiful and more fun, the technical design uses color to make it look like an old book such as brown, yellow and orange mixed with the design is techniques in collage. This technical design made the guidebook look even more attractive.
- **Content - based on communication theory.**
This is a guidebook focuses on places that has a market at night. Recommended places with delicious food and a lot of sales are also focus on a good location. This is also for people looking for new business.
- **Response - based on viewers' reaction.**
By the design element, it can motivate people to be interested in this because the night markets are very popular for now because in the night the weather is not hot and also there are a lot of local food, cloths, furniture, second hand, hand made and others.

2.3.1 Design Reference 4



Source: Brera Design District.(2013).Retrieved from <https://www.pinterest.com/pin/15551561189657242/>

- **Form - based on design principle**

The design of Milan Map uses illustration and color to attract people as attention. Only two colors are used. But the prominent red makes the map powerful, and also, the character of the illustration is cute and simple. All these are the design quality.

- **Content - based on communication theory.**

BRERA DESIGN DISTRICT MILAN is the most important district in Italy for the promotion of design, an international reference point, and a centre of creative development. Brera Design District is a brand. It is a territorial marketing strategy which, by means of a dedicated communications plan, aims to promote excellence and to develop business and real estate in the area, enhancing the district's cultural supply and appeal, and bringing together tradition and innovation in the broad field of design. The project involves both brands and professionals already present in Brera and temporary investors, sponsors and exhibitors who find the district's unique and suggestive locations to be an ideal showcase.

- **Response - based on viewers' reaction.**

This illustration is a good example for travel guidebook. It looks interesting with the style, character, and also color. The advantage of using less colors is it is easy for our eye to read the information.



CHAPTER 3 DESIGN IMPLEMENTATION

CHAPTER 3

Design Implementations

3.1 Communication Objectives

- 1.To design the travel guidebook for young Thai people.
- 2.To encourage tourists and young Thai people to visit local places, buy products and give profits to local Thai people.
- 3.To develop the things that Thailand have to be better and more useful.

3.2 Concept I : I am Thai

- Mood & Tone : Vintage, Historical, Magical
- Support : This Concept is coming from my passion about history and tourism around both sides of the Chao Phraya River and I feel that there are still a lot of places where we have never been. That might be a historic that interest. So, this concept it uses storytelling by the old window in waterfront that can make us feel like we were really back in that era, . Everything is very fascinating. And color used is dark red, dark green and brown to reflect the long historical interest.

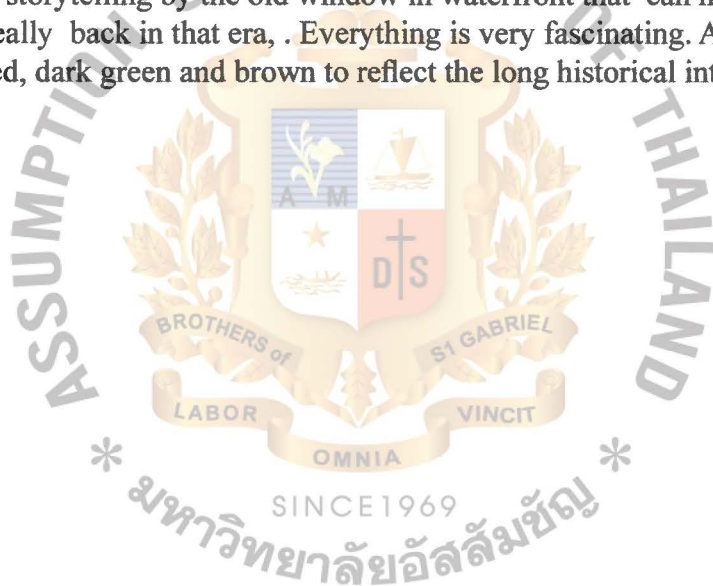


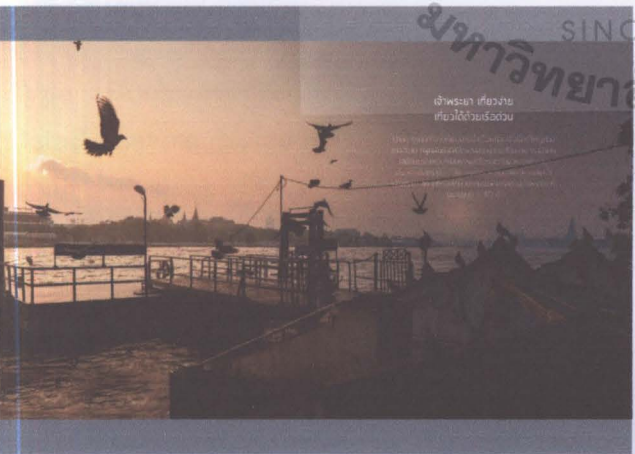
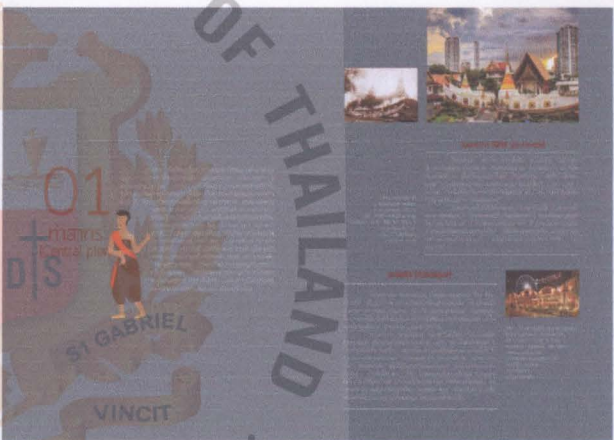
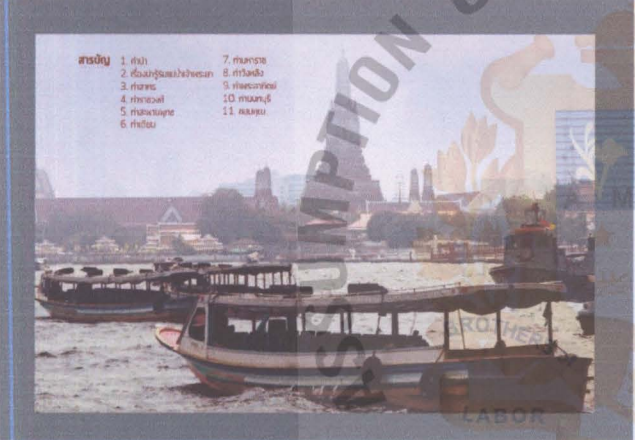
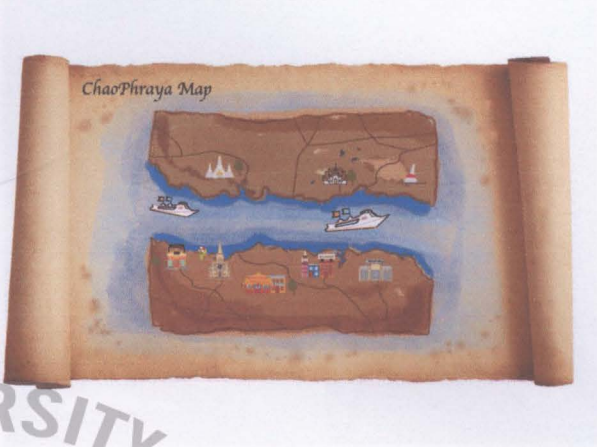
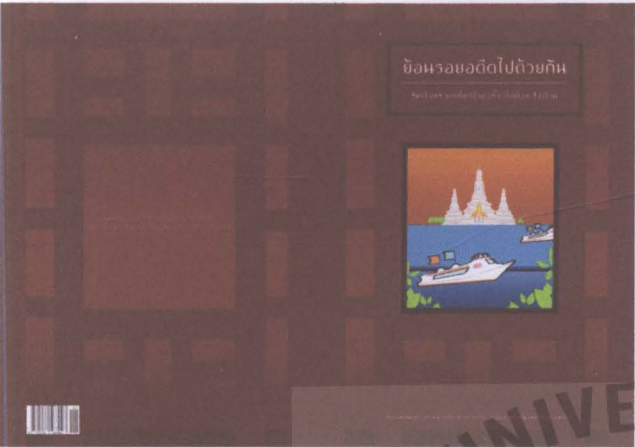
Image Board

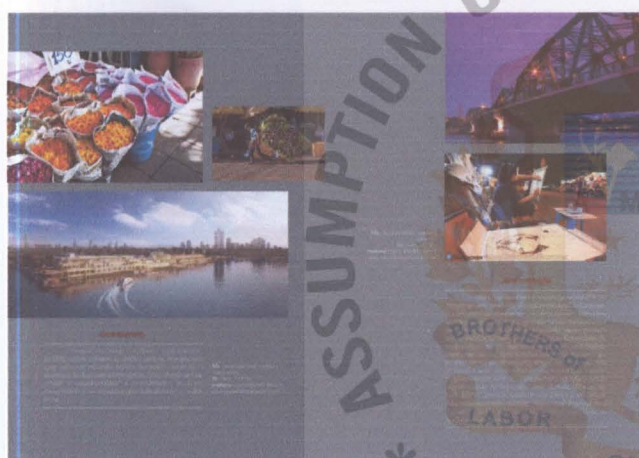
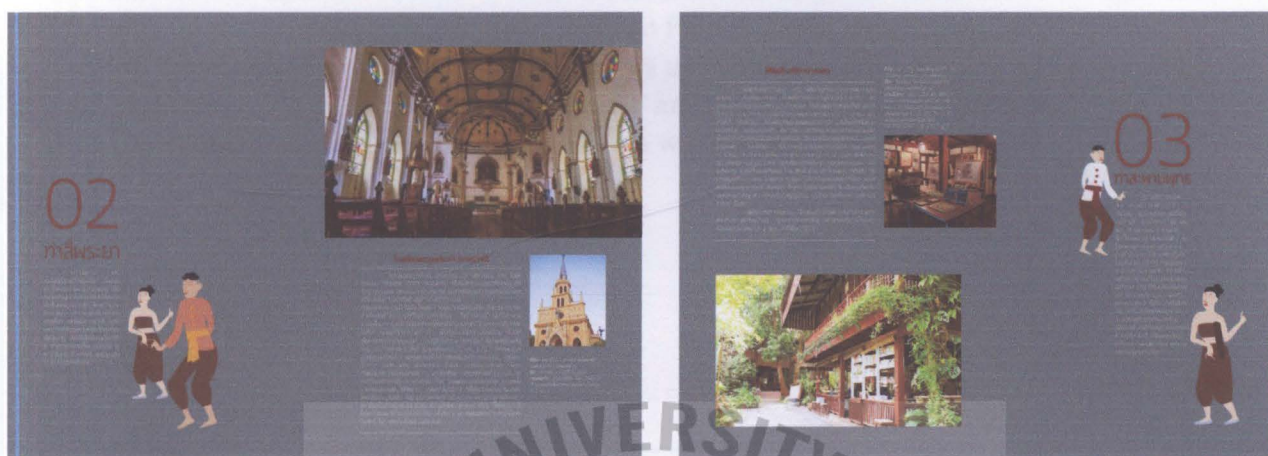
1. I am Thai

- Vintage
- Historical
- Magical



Sketch Design





Type : Book cover & layout design

Detail : Layout design about interesting places in the concept "I am Thai".
along both sides of Chao Phraya River (size 6x7.5 inch)

Technique : Illustration and Indesign

Problem & Committee's Suggestion

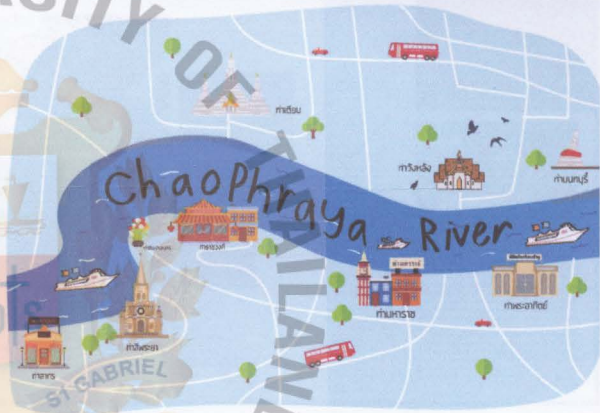
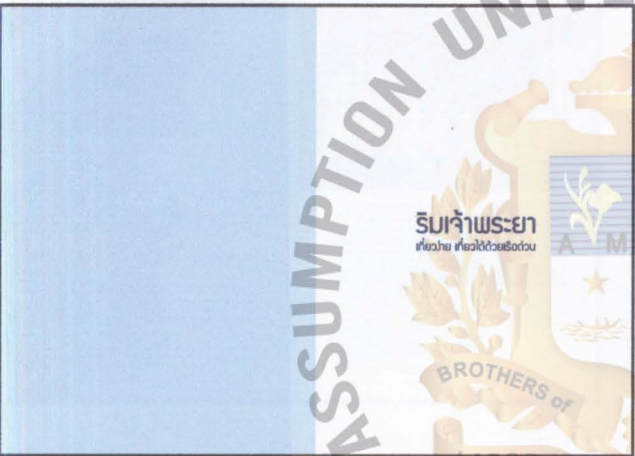
The techniques are interesting but the color and style of illustration look dark and do not match with the teenager style and all of things look like Thai language book more than travel guidebook.

3.3 Concept II : Let's have Fun

- Mood & Tone : Cheerful, Fresh, Bright
- Support : I've talked with the secretary of the Chao Phraya Express Boat Company about the development of travel book and how it should be developed? And the answer was that it needs more vivid colors from the original. After that, I thought came that the travel along the both sides of Chao Phraya River must make people feel refreshed and really want to go. The colors used are mainly blue tones and bright. The illustration will be focused as much as the images. I want the readers to be able to imagine. The illustration can be fun and make them want to go.

Image Board







Type : Book cover & layout design

Detail : Layout design about interesting places in the concept “Let’s have fun “, along both sides of Chao Phraya River (size 6x7.5 inch)

Technique : Illustration and Indesign

Problem & Committee’s Suggestion

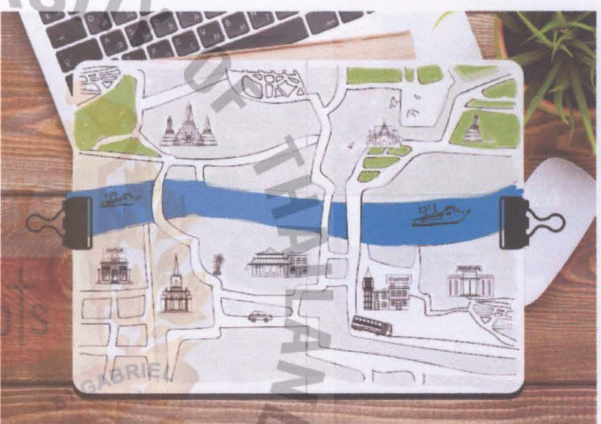
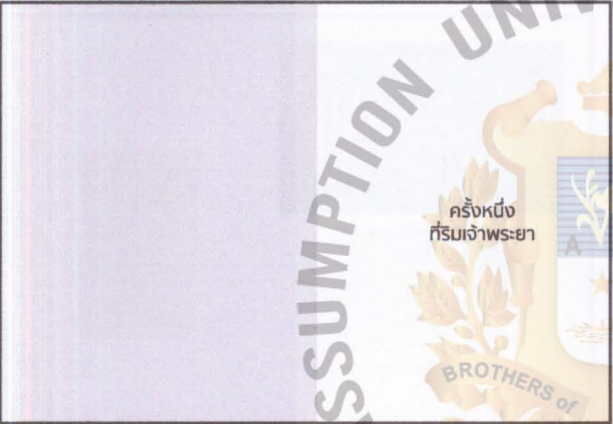
The techniques are interesting and appropriate for teenage style. Because the color looks bright and can be developed. And the graphics are interesting and meaningful in itself. It may be more attractive to teenagers than any others.

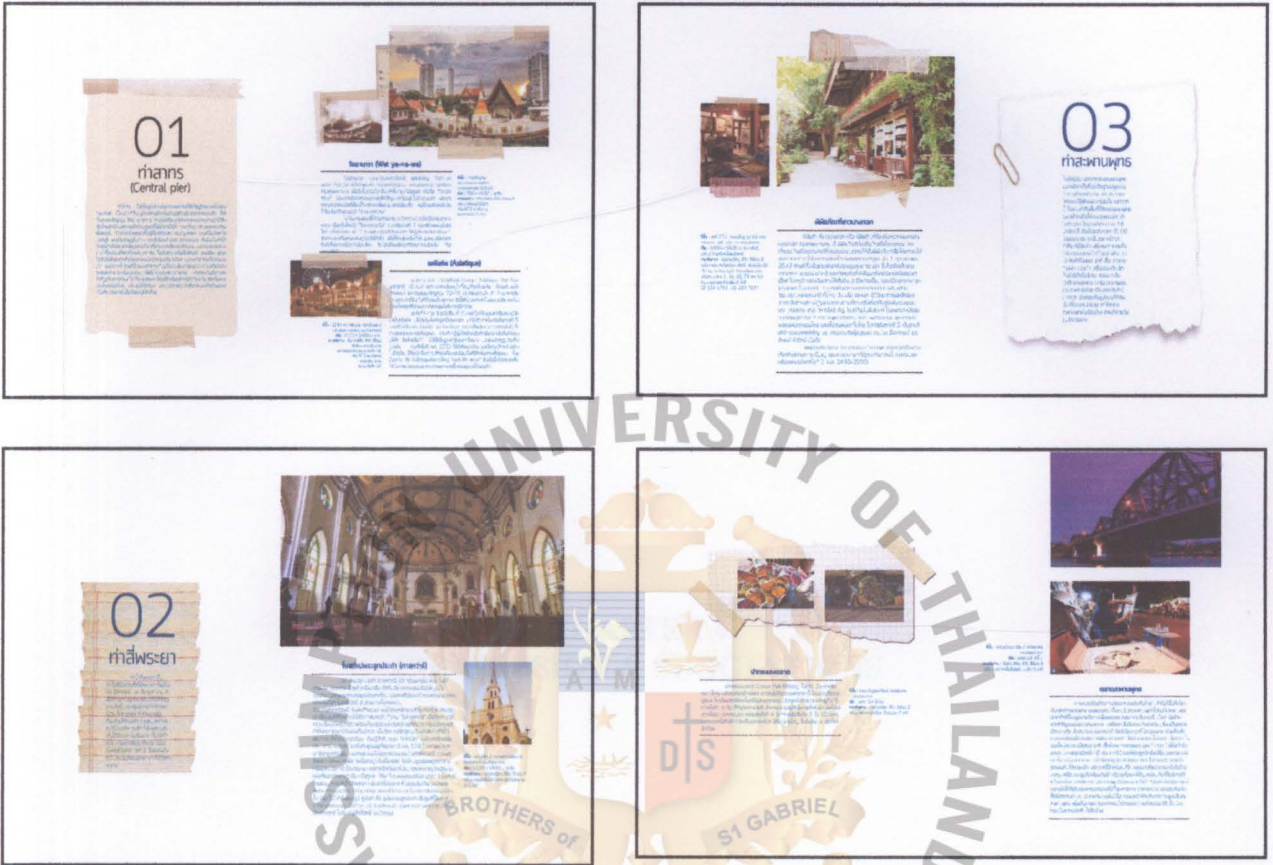
3.4 Concept III : Once at Chao Phraya

- Mood & Tone : Remembrance, Happiness, Impressionable
- Support : The concept is from that this is a modern era. Modernization of technology is comprehensive and everything. And it makes everything easy. Because of this reason. I want to create a the memories travel books in memories to remind people that once that have there. Despite not using the book for navigation 100 % because the phone allows an easy and fast way, at least this book can serve as a memory.

Image Board







Type : Book cover & layout design

Detail : Layout design about interesting places in the concept “Once at Chao Phraya” along both sides of Chao Phraya River (size 6x7.5 inch)

Technique : Illustration and Indesign

Problem & Committee’s Suggestion

The techniques are interesting but we often see this because many people do this style. And it is not attractive enough to be a tourist book.



Chapter 4

Conclusion & Suggestions

4.1 Final Design







โรงแรมเดอะแรม

โรงแรมเดอะแรม (The Ram Hotel) เป็นโรงแรมสมัยใหม่ที่มีห้องพักและสิ่งอำนวยความสะดวกครบครัน ตั้งอยู่ในย่านธุรกิจใจกลางเมือง



อาคารพาณิชย์เก่า

อาคารพาณิชย์เก่า (Old Commercial Building) เป็นอาคารที่มีสถาปัตยกรรมแบบคลาสสิกที่สวยงาม



ร้านอาหารจีน

ร้านอาหารจีน (Chinese Restaurant) เป็นร้านอาหารที่เสิร์ฟอาหารจีนแบบดั้งเดิม



อาหารจีน

อาหารจีน (Chinese Food) เป็นอาหารที่มีรสชาติอร่อยและหลากหลาย



ถนนสายเก่า

ถนนสายเก่า (Old Street) เป็นถนนที่มีบรรยากาศย้อนยุคและเต็มไปด้วยร้านค้า



ศิลปะสตรีตอาร์ต

ศิลปะสตรีตอาร์ต (Street Art) เป็นศิลปะที่สร้างขึ้นในพื้นที่สาธารณะ



ดนตรี

ดนตรี (Music) เป็นศิลปะที่แสดงออกทางเสียง



ร้านอาหารจีน

ร้านอาหารจีน (Chinese Restaurant) เป็นร้านอาหารที่เสิร์ฟอาหารจีนแบบดั้งเดิม




อาหารจีน

อาหารจีน (Chinese Food) เป็นอาหารที่มีรสชาติอร่อยและหลากหลาย




ถนนสายเก่า

ถนนสายเก่า (Old Street) เป็นถนนที่มีบรรยากาศย้อนยุคและเต็มไปด้วยร้านค้า



เดอะแฟคทอรี

เดอะแฟคทอรี (The Factory) เป็นอาคารที่มีสถาปัตยกรรมแบบอุตสาหกรรม



แผนที่

แผนที่ (Map) เป็นเครื่องมือที่ใช้บอกตำแหน่งและเส้นทาง



วัด

วัด (Temple) เป็นสถานที่สำหรับปฏิบัติธรรมและทำบุญ



แผนที่

แผนที่ (Map) เป็นเครื่องมือที่ใช้บอกตำแหน่งและเส้นทาง




03 การช้อปปิ้ง

03 การช้อปปิ้ง (Shopping) เป็นกิจกรรมที่สนุกสนานและจำเป็น



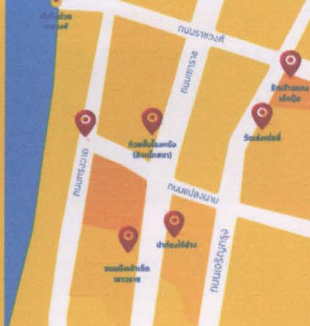
ถนนสายเก่า

ถนนสายเก่า (Old Street) เป็นถนนที่มีบรรยากาศย้อนยุคและเต็มไปด้วยร้านค้า



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แผนที่


แผนที่ (Map) เป็นเครื่องมือที่ใช้บอกตำแหน่งและเส้นทาง

04
ร้านผลไม้

ร้านผลไม้เป็นร้านที่ได้รับความนิยมมากที่สุดในประเทศไทย โดยเฉพาะอย่างยิ่งในกรุงเทพฯ และเมืองท่องเที่ยวอื่นๆ ร้านเหล่านี้มักมีผลไม้สดๆ มากมายให้เลือกซื้อ ทั้งผลไม้ไทยและผลไม้จากต่างประเทศ


ร้านผลไม้

ร้านผลไม้เป็นร้านที่ได้รับความนิยมมากที่สุดในประเทศไทย โดยเฉพาะอย่างยิ่งในกรุงเทพฯ และเมืองท่องเที่ยวอื่นๆ ร้านเหล่านี้มักมีผลไม้สดๆ มากมายให้เลือกซื้อ ทั้งผลไม้ไทยและผลไม้จากต่างประเทศ



วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป



วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป




ภาพวาด

ภาพวาดเป็นศิลปะที่แสดงออกถึงความคิดสร้างสรรค์และจินตนาการของศิลปิน มีอยู่มากมายในรูปแบบต่างๆ ทั้งภาพวาดสีน้ำมัน ภาพวาดสีน้ำ และภาพวาดสีโปสเตอร์



อาคาร

อาคารเป็นสถานที่ที่มนุษย์สร้างขึ้นเพื่อใช้เป็นที่อยู่อาศัยหรือประกอบกิจกรรมต่างๆ มีอยู่มากมายในรูปแบบต่างๆ ทั้งอาคารพาณิชย์ อาคารราชการ และอาคารที่อยู่อาศัย




วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป




วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป



ร้าน

ร้านเป็นสถานที่ที่มนุษย์สร้างขึ้นเพื่อใช้สำหรับขายสินค้าหรือบริการ มีอยู่มากมายในรูปแบบต่างๆ ทั้งร้านขายของชำ ร้านค้าปลีก และร้านอาหาร



แผนที่

แผนที่เป็นเครื่องมือที่ใช้แสดงตำแหน่งที่ตั้งของสถานที่ต่างๆ บนพื้นโลก มีอยู่มากมายในรูปแบบต่างๆ ทั้งแผนที่กระดาษ แผนที่ดิจิทัล และแผนที่ดาวเทียม



วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป



แผนที่

แผนที่เป็นเครื่องมือที่ใช้แสดงตำแหน่งที่ตั้งของสถานที่ต่างๆ บนพื้นโลก มีอยู่มากมายในรูปแบบต่างๆ ทั้งแผนที่กระดาษ แผนที่ดิจิทัล และแผนที่ดาวเทียม

05
ทำเตียน



อาคาร

อาคารเป็นสถานที่ที่มนุษย์สร้างขึ้นเพื่อใช้เป็นที่อยู่อาศัยหรือประกอบกิจกรรมต่างๆ มีอยู่มากมายในรูปแบบต่างๆ ทั้งอาคารพาณิชย์ อาคารราชการ และอาคารที่อยู่อาศัย



วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป



วัด

วัดเป็นสถานที่สำคัญทางศาสนาและวัฒนธรรมในประเทศไทย มีอยู่มากมายทั่วประเทศ แต่ละวัดก็มีความโดดเด่นในด้านสถาปัตยกรรมและประเพณีปฏิบัติที่แตกต่างกันไป

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every day. Good thing
he's **Wahlberechtigt**—
he's eligible. He's
happy to vote. And
he's not alone. In
2017, 90 percent of
voters used voting cards
submitted here.

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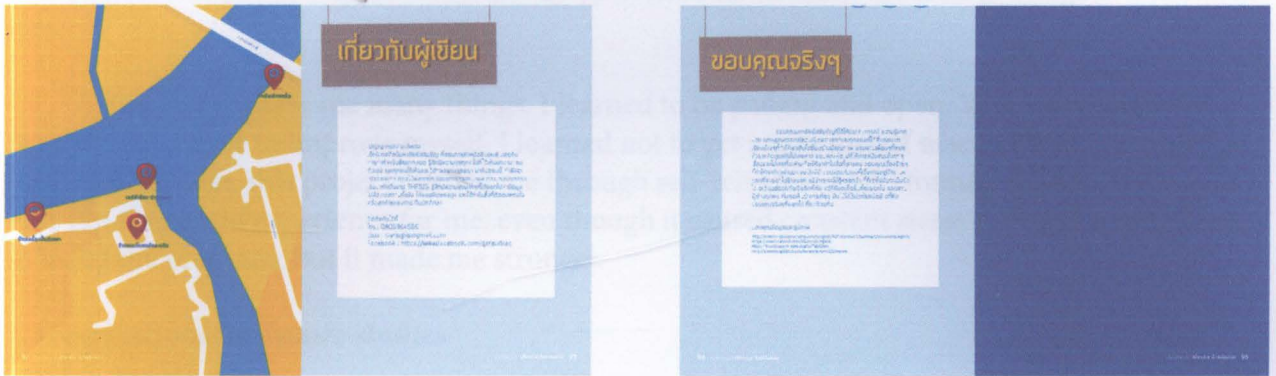
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search using

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the 10,000 people who
the city of New York
and the city of New York
the city of New York
the city of New York

[illegible]



Type : Guidebook design

Detail : Layout design about interesting places

on both sides of Chao Phraya River (size 6x7.5 inch)

Technique : Illustration and Indesign,

Printing with laser print and using special technic by embossed pump.



4.2 Conclusion

This project made me understand the problem solving and self learning about travel books. I feel that this project helps me improve my design skills and learn how to do the travel guidebook. This project will help me understand and be open in order to make me look at things in a different view.

The project gave me many things. I learned to be patient and open. When hearing feedback from others. I dare to improve myself. I learned not to get angry myself when I could not do anything. In addition, this project pushed me through self-reliance. And I found a way out by myself. This is a very good experience for me, even though it caused constant stress and a lot of problems in using the program. But it made me stronger.

4.3 Suggestions for future studies

During the design phase I had to worry about many things. But with love to travel and love to make book design, I was ready to find a solution. Despite being stressed or discouraged sometimes. So, first thing you have to know what you love. Find out what you like and be good at it because when you do what you like, and have many problems, you will be ready to solve the problems with it.



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Appendix

Appendix 1: Interview

Interview Questions and Answers – Student from Thammasat University Travel Guidebook for Chao Phraya Express Boat

Personal information 1

1. Gender & Age : Female, 22 years old
2. Income & Social Status : Student
3. Education & Profession : Faculty of Arts at Thammasat University (Tha Phrachan)
4. Contact information : Taitai@hotmail.com

Introduction Questions

5. Have you ever used express boat on Chao Phraya River?
 - a. yes
6. How often do you use express boat ?
 - a. Not often, Mostly I use ferry boat. Sometime when I need to go far I will use express boat

In-depth Questions

7. Do you have any problems with using express boat ?
 - a. The main problem that I see very often and is very boring is I do not know much about the station that I need to get and about the transfer connections from the pier. Sometime I do not want to take taxi because it is expensive for me. But, I do not know some bus lines that pass the place that I want to go.
8. Do you think doing a guidebook by express boat will be beneficial to user? How?
 - a. For me I like to collect notebook or ticket to be my memories that once I have ever been there. I have ever used Chao Phraya Tourist Boat to travel with my friends and I got small travel guidebook but inside is in English version. I know that it benefits the tourists but for me I do not understand all. But, it is good and small to carry. I think if it is made to be better or more interesting, It will be very useful.
9. How should the characteristics of the guidebook be like ?
 - a. I like the size that is easy to carry, easy to open because when I am on the boat, it will be easy to use and inside the book should be the beautiful pictures or cool graphic too.

Closing Questions

10. What do you suggest to have more in the travel guidebook ?

a. nothing

Thank you for the interview.



Appendix 2: Interview

Interview Questions and Answers – The Assistant Manager of Chao Phraya Tourist Boat Travel Guidebook for Chao Phraya Express Boat

Personal information 2

1. Name & Surname : Ms. Kwanrat Charoenphao
2. Gender & Age: Female, 24 years old
3. Education & Profession : Bachelor's degree of Communication Arts, Chulalongkorn University / The Assistant Manager
4. Contact information: qwanratn.ctb@gmail.com, 086 775 6578

Introduction Questions

5. What is the history of Chao Phraya Tourist Boat Company ?
 - a. Formerly, Chao Phraya Tourist Boat Company was Chao Phraya Express Boat is the same company. But, when the business grow up, the company a separated to administration. As well as the administration is continuing mutual benefit. Like Maharaj Pier, if the tourist boat does not stop at the pier, people will not come much.
6. What kind of people use Chao Phraya Tourist Boat ?
 - a. Most of them are foreigners, 95 % such as, European, American, Chinese. Another group is doctor and nurse. The reason that they use tourist boat because they do not want to take express boat (orange flag) that has a lot of people and it is faster than express boat (orange flag). target group as the teenagers are very few. Because most teenagers do not like to travel by Express boat. It was busy and hot. A group of teenagers will read review in Pantip or Wongnai and use ferry boat not express boat. But, next year Chao Phraya Tourist Boat started a teenager to target group more, Because on Saturday and Sunday fewer Tourist use express boat. Therefore, The company see the point to invite Thai people to know and come to travel by express boat. and the company will have a new boat too. So, there are the reason to promote more than ever.

In-depth Questions

7. Do you think it will be good if improve travel books that are available ? How?
 - a. I think if you want to improve the travel books for tourist that are available, the design and information now is okay for tourist but subject matter about Thai people that do not understand in English version is the problem that make us need to solve the problem such as, we do the Thai version with the clear and short information because young Thai people are do not like to read the information that is too long and it needs great graphic because, Thai people like the book that is beautiful and easy to read and understand.

8. Do you think if the travel guidebook in Thai version is done, it will encourage young thai people to come ?

a. Sure, it'd be great But it all depends on the promotions too.

9. What are the highlights of Chao Phraya Tourist boat ?

a. Our strength is convenient And every position that we park visitors can go next. And the colors that tell about us are bright and look more funny.

Closing Questions

10. What do you suggest to have more in the travel guidebook ?

a. If the target group is young Thai people, the summary should not be too much. It will match with the demand than a lot of information.

Thank you for the interview.



Appendix 3: Interview(Online)

Interview Questions and Answers – Design Lecturer at Assumption University Travel Guidebook for Chao Phraya express boat

Personal information 3

1. Name & Surname : Ms. Patrica Khemngwad
2. Gender & Age: Female, 36 years old
3. Education & Profession : MA Design Management / Graphic Designer /
Design Lecturer at Assumption University
4. Contact information : patricakhm@au.edu

Introduction Questions

5. How much do you think Teenagers have knowledge of using express boat?
 - a. I think some of them understand how to use an express boat if they use express boat a lot in their daily life. Some don't.
6. Do you think doing a guidebook by express boat will be beneficial to the teenagers or travelers ? yes or no? How?
 - a. Teenagers and travelers have so much different purposes of using an express boat. I think a guidebook might benefit travellers rather than teenagers. The traveller would like to use a guidebook because they are not a local and they need some guidance that help them travel around more easily.

In-depth Questions

7. How should the characteristics of the guidebook be made appropriate for teens ?
 - a. You have to think what teenager want to know, what is the content they like and why they need the guidebook. The characteristic of guidebook in general, it should provide a clear message, images of places (in colors), map and directions. For teens, you may consider some cartoon, mascot or tips.
8. How should content about travel by express boat make teenagers interested ?
 - a. place to shop, place to eat, and unique places are that different from others.
9. How can we design the travel guidebook to make the target group interested and understand ?
 - a. Both contents and pictures are important because the book has to show very clear information that make people understand easily. Good design, layout and graphic can also draw the attention.

10. Should the travel guidebook have photos or illustration or graphic to communicate ?

a. Photograph is always needed ! Illustration would help to get more attention.

Closing Questions

11. What do you suggest to have more in the travel guidebook by express boat ?

a. Good tips of travelling / some tips that make them travel more smoothly.

Thank you for the interview.



Appendix 4: Interview(Online)

Interview Questions and Answers – Illustrator at Design for disaster Travel Guidebook for Chao Phraya Express Boat

Personal information 4

1. Name & Surname : Mr. Chawapon Klinphakit
2. Gender & Age : Male, 29 years old
3. Education & Profession : Illustrator at Design for Disaster
4. Contact information : kknkingkong@hotmail.com

Introduction Questions

5. How much do you think Teenagers have knowledge of using express boat?
a. I think rarely, except most people who use express boats in daily life.
6. Do you think doing a guidebook by express boat will be beneficial to the teenagers or travelers ? yes or no? How?
a. It should present information that is wider than on just the both side of Chao Phraya River. For example, within the distance of 1-3 kilometers around the pier.

In-depth Questions

7. How should the characteristics of the guidebook be made appropriate for teens ?
a. Should focus on the simple, easy to understand, Characteristic materials should be very durable and graphics is appropriate and interesting.
8. How should content about travel by express boat make teenagers Interested?
a. I think, a search on Google that is not allowed in 1-2 up to the first page. or if the place People who are generally known to have some details the content is new.
9. How can we design the travel guidebook to make the target group interested and understand ?
a. If the target audience is clear and not too wide, a thorough analysis is not difficult. If the target group is diverse. Too complex and may be difficult to figure out. All groups were satisfied with the match.
10. Should there be photo or illustration or graphic to communicate inside the travel guidebook ?
a. I think everything is available, not limited to photographs, illustrations, graphics or a repeat.

Closing Questions

11. What do you suggest to have more in the travel guidebook by express boat ?
a. nothing

Appendix 5 : Observation 1

Observation Detail, Criteria and Results – Places around Chao Phraya Pier Travel Guidebook for Chao Phraya Express Boat

Observation Detail

- 1.Places on the both side of Chao Phraya River by Express Boat(blue flag)
- 2.Topic of observation: Temple,restaurant,museum,
- 3.Date and timeframe of observation: 25 October 2016 ;14.00 PM.

Observation Criteria

1. Criteria 1: Wat Rakhang Khositaram is the temple that has a lot of people who come to philanthropy. And at the port area, there will be a lot of fish and pigeons. It is corner that people are interested to feed the fish and take a photo with the pigeons fly.
2. Criteria 2: Wang Lang is another place that can connect Wat Rakhang Khositaram. The famous food at Wang Lang is Sushi Wanglang it offers a wide selection sushi menu with the cheaper price. also have a lot of New and secondhand clothes.
3. Criteria 3 : Tha Maharaj is the famous place for all ages because it has an elegant restaurant. If a short walk It will there are a lot of local food at tha Phra Chan with famous food such as Roti Mataba or Chinese roll noodle soup.
4. Criteria 4 : Siriraj Museum is the perfect place for people looking to get new knowledge.
5. Criteria 5 : Tha Tien Pier has Tha Tian Market which is one of the famous historical ordinary community market in the Phra Nakhon District, Bangkok, Thailand. It is on Rattanakosin Island, located near the Grand Palace – next to Wat Pho, by Chao Phraya River. It has Tha Tian Pier next to the market. It is also known as culture food market that sells dried salted seafood products
- Criteria 6: Nonthaburi Pier is on the Chao Phraya River. It is located in the city. The famous place at Nonthaburi is the Old Town Hall.

Observation Results

- 1.Criteria 1: The observation was taken on it a weekday and weekend. Wat Rakhang Khositaram is still a place that is always popular. It is good for both Thai people and foreigners to visit the place in Thailand.
- 2.Criteria 2: Wanglang is the source of goods. No matter what, it is still the placealway with a lot of people. Of course, it is good for a lot of traders.
3. Criteria 3 : Maharaj community mall is a new place that is like a department store that is fairly popular. And Tha Phra Chan is the old place. It has a restaurant that stayed for longtime. And remains because of the history and the food that has not changed.

4. Criteria 4 : According to the survey, a few people do not know that there is the Siriraj Museum.

5. Criteria 5 : Most tourists are foreigners who love and like living in an ancient community Tha Tien. Beside the market and opposite is a Wat pho, which is the oldest temple in Thailand.

6. Criteria 6: Nonthaburi is The province with charm. The city is adjacent to the ChaoPhraya River and has many old temples. The Clock Tower at the center of the province is an amazing to remembered too.

•Observation

The purpose of observer is to attract people to come to Thailand in the areas of the two sides of the Chao Phraya River. And it will be a way to help street sellers in Thailand too. These specific piers are WangLang Pier, Maharaj Pier, Tha Phra Atit Pier, Tha Tien Pier, Rachawong Pier, Satorn Pier.

Topic: Survey a place such as, Temple, Restaurant, Museum

Date: 25 October 2016

Time: 14.00 PM.

Location: Wat Rakhang Khositaram, WangLang ,Tha maharaj, Siriraj museum, Tha tien, Nonthaburi.

| Criteria area | Highlight | Opening Hours |
|---------------------------------------|---|-------------------------------------|
| Criteria 1 -Wat Rakhang Khositaram | - The temple is a royal temple of the second grade of Wora-mahawiharn in Thai sect of Theravada Buddhism district | Open daily from 5:00 am. - 21:00 |
| Criteria 2 -Wanglang | - Sushi wanglang -New and secondhand clothes. | Open daily from 5:00 am. - 17:00 |
| Criteria 3 -Tha maharaj | - Small Buddha image market -Roti Mataba -elegant restaurant River Chao Phraya side | Open daily from 10:00 to 22:00 hrs. |
| Criteria 4 -Siriraj museum | -Museum forensic medicine Songkran Niyomsen. | Open daily from 10:00 am. - 17:00 |
| Criteria 5 -Tha tien | -Tha Tian Market -Wat pho | Open daily from 10:00 am. - 17:00 |
| Criteria 6 -Nonthaburi | -Nonthaburi market -The Old Town Hall | Open daily from 6:00 am. - 9.00 pm |

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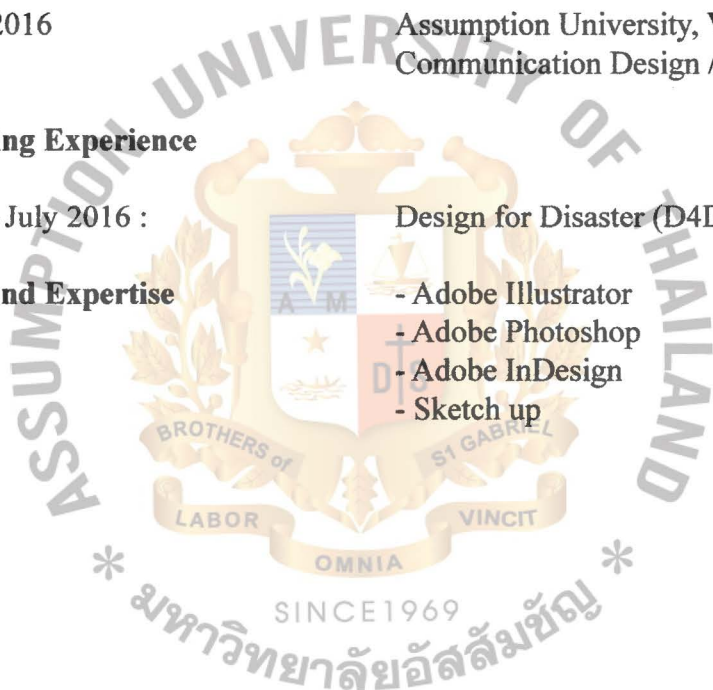
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Skill and Expertise

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- Adobe Photoshop
- Adobe InDesign
- Sketch up



CD / DVD

Inside CD/DVD

- Sketches
- Final Works
- Book Files

